

Be Sure to Vote

It is the habit of millions of Americans year after year to cast their ballots for Sears. Their catalog orders are their votes—and we think our good merchandise and money-saving prices will continue to win the support of the public. We hope you will elect to use this catalog frequently; in fact, every time you buy.

Be Sure to Vote

Choosing Sears catalog over other places to buy is a habit fostered by the rights we enjoy in our free American society. Those rights give us a free choice in "electing" places where we will live, worship, work . . . and buy.

Be Sure to Vote

While we are talking about elections, let us remember that this fall we again name those to whom powers of government will be entrusted. The way to keep ours a free society is for all of us to participate in elections. Be sure you go to the polls. It is your privilege. It is your obligation.

SEARS, ROEBUCK AND CO.

925 So. Homan Avenue, Chicago 7, Illinois

FALL AND WINTER 1952

Satisfaction Guaranteed or Your Money Back

NOTICE: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable Office of Price Stabilization ceiling price regulation.

Independence Hall, Philadelphia

Learning how to



How many of us are experts on Carpet?

Take various qualities of carpeting shown on pages 802 to 810 of this catalog. Except for designs, several may look pretty much alike to you, just as they would in stores. But Sears catalogs give you rug facts like these to help you judge values:— You find that our carpets range from 4,536 to 12,288 tufts of yarn per sq. ft. Some are heavier, more tightly woven than others. Each has special construction features that are explained to you clearly. This information is far more complete than most rug sales people could furnish. So it's easy to decide for yourself which carpeting is best for your needs, or which quality fits your budget.



Which Diamond is worth 50% more?

We could take three different $\frac{3}{4}$ -carat diamonds from pages 960 to 962 of this book and lay them before you. Few people could distinguish the most costly from the least expensive of the three stones. That's why it is so important that you look to someone with definite standards of quality when buying diamonds. Sears catalog helps you make up your own mind by describing how our diamonds are graded like this: *FINE*—radiantly beautiful and equal to best quality sold in many stores. *FINER*—absolutely no flaws visible to the naked eye. *PERFECT*—no flaws even when magnified 10 times.



How do you know which Paint to use?

Whether you are painting a house or just refinishing an old kitchen chair, one thing is certain. The results can be very sad if you haven't used exactly the right paint. You'll see why by turning to pages 1259 to 1277 of this catalog. Each paint item in that section is described by more than a label like "Enamel" or "House Paint." We tell you the kinds of materials these paints are intended to be used on. We tell you exactly what the paint does. You learn how many square feet you can expect certain quantities of each paint to cover. You end up by knowing pretty well how much of what kind of paint you should buy for any job.



Which Work Shoe should you buy?

Look at pages 471 to 481, the work shoe section of this catalog. There you will find facts like these in the reading matter describing various shoes. "Double-tanned to repel soil and barnyard acids." . . . "cork cushion insole from heel to toe" . . . "frozen in solid ice for 70 hours, yet dried out as soft, limber as before." Could you tell all that just by looking at a pair of shoes? Without such facts, how can you choose shoes that will fill your needs best? Sears catalogs point out hidden features that make considerable difference in the cost of shoes. These facts tell you exactly what you get for your money.

Now! **ONLY \$5 DOWN**

on any Home Appliance priced up to \$200.00

Just think of it! Any Home Appliance listed below can be bought on Sears Easy Terms for only \$5.00 down if priced at \$200.00 or less. If the cash price is more than \$200.00, send only \$10.00 down payment.

And Up to 24 Months to Pay

Sears new Lower Easy Terms for the following Home Appliances are shown on the other side of this sheet.

Coldspot Refrigerators and Freezers	Radios
Cooking Stoves and Ranges	Phonographs
Washing Machines	Recorders
Clothes Dryers	Television Sets
Cabinet Sinks	Pianos
Water Heaters	Sewing Machines
Air Conditioners	Vacuum Cleaners
Ironers	
Dishwashers	
Garbage Disposers	
Water Softeners	
Dehumidifiers	


Take advantage of these new Lower Easy Terms now! Use and enjoy the new appliances you have wanted while paying for them over the months ahead.

Down Payment Cut to 10% on Furniture and Rugs

Now you can buy Furniture and Rugs on Sears Easy Terms for only 10% down as shown on Inside Back Cover of this catalog.

Why don't you open a Sears Easy Payment Account?
SEE INSIDE BACK COVER

SEARS, ROEBUCK AND CO.

See other side for Sears New Lower Easy Terms on Household Appliances 

Misc.53345.5.22.52. Printed in U.S.A.

When Ordering Home Appliances Use Payment Table Below . .

If you are ordering any of the Home Appliances listed below, priced at \$200.00 or less, send only \$5 Down Payment with your order. On Home Appliances priced at more than \$200.00 send \$10 Down Payment.

For amount payable monthly refer to Payment Table below.

Home Appliance PAYMENT TABLE

Coldspot Refrigerators and Freezers • Cooking Stoves • Ranges
Clothes Dryers • Ironers • Dishwashers • Phonographs • Radios
Recorders • Pianos • Television Sets • Sewing Machines
Vacuum Cleaners • Washing Machines • Cabinet Sinks
Garbage Disposers • Water Heaters • Water Softeners
Air Conditioners • Dehumidifiers

\$5 DOWN on Home Appliances Priced Up to \$200.00			\$10 DOWN on Home Appliances Priced Over \$200.00		
If Unpaid Balance Amounts to	We Shall Add For Easy Payments	Amount Payable Monthly is	If Unpaid Balance Amounts to	We Shall Add For Easy Payments	Amount Payable Monthly is
\$55.01 to \$60.00	\$6.00	\$5.00	\$200.01 to \$210.00	\$23.50	\$10.00
60.01 to 65.00	6.50		210.01 to 220.00	25.50	10.50
65.01 to 70.00	7.00		220.01 to 230.00	27.00	11.00
70.01 to 75.00	7.50		230.01 to 240.00	28.00	11.50
75.01 to 80.00	8.00		240.01 to 250.00	29.50	12.00
80.01 to 85.00	8.50		250.01 to 260.00	30.50	12.50
85.01 to 90.00	9.00		260.01 to 270.00	32.00	13.00
90.01 to 95.00	9.50		6.00	270.01 to 280.00	33.00
95.01 to 100.00	10.00	280.01 to 290.00		34.00	
100.01 to 110.00	10.50	290.01 to 300.00		35.50	14.00
110.01 to 120.00	11.50	300.01 to 310.00		36.50	14.50
120.01 to 130.00	12.50	310.01 to 320.00		38.00	15.00
130.01 to 140.00	14.00	320.01 to 330.00		39.00	15.50
140.01 to 150.00	15.50	330.01 to 340.00		40.00	16.00
150.01 to 160.00	17.00	7.00		340.01 to 350.00	41.00
160.01 to 170.00	18.50		350.01 to 360.00	42.50	17.00
170.01 to 180.00	19.50	8.00	360.01 to 370.00	44.00	17.50
180.01 to 190.00	21.00		370.01 to 380.00	45.00	18.00
190.01 to 200.00	22.00	9.00	380.01 to 390.00	46.00	18.50
			390.01 to 400.00	47.00	19.00
			400.01 to 410.00	48.50	19.50
			410.01 to 420.00	50.00	20.00
			420.01 to 430.00	51.00	20.50
			430.01 to 440.00	52.00	21.00
			440.01 to 450.00	53.50	21.50
For unpaid balances on Home Appliances less than \$55.00, use Payment Table on Inside Back Cover for amount to add for Easy Payments and Amount Payable Monthly.			Write for Terms over \$450.00		

**For Easy Terms on all other merchandise in this catalog
see the Inside Back Cover**

Misc. 53345

SEARS, ROEBUCK AND CO.

spend money wisely is harder than learning how to make it..

SOME DAY, somewhere, some school will make history by teaching "How to Spend Money." As it stands now, you can study to be a professional man, a farmer, merchant or mechanic, to name just a few. This helps you earn money for yourself and your family.

But what about learning how best to spend the money you can learn to earn? Who teaches you the importance of thread count in buying sheets? Where can you learn about rug construction and materials before you spend money on new floor coverings?

To get your money's worth, you need *facts* about things you buy. Here at Sears, for example, merchandise that gives our customers such outstanding value is bought by trained, professional buyers. They get all the facts before they spend a penny for goods offered to you in our catalogs.

Such facts are available to you, too, so you can be sure you are getting the most for your money. You have that information right in your hands now, in this Sears catalog. We tell you here the things our buyers have learned about our goods, things that will help you buy better.

Letters by the thousands come to us from men and women all over America who say the same thing in many different ways.

A woman in Maine thanked us for the "education" she got from Sears catalogs. The head of a family in Ohio voiced his appreciation of the many ways Sears books gave him facts about merchandise—facts that helped him buy better. From an Oregon school teacher came a letter telling us how she used our catalogs in her home economics classes.

The proof keeps coming in. It all points the same way. It says *anyone* can learn to spend money more wisely with the help of information like that illustrated on the page to the left. Sears catalogs are chock-full of such buying help. Use this help—and our books—every time you think of buying anything for family, home or car.



This you can't buy for your children

Don't you often wish you had known more about values when you started buying your own clothes, home furnishings, tools, appliances? There's a simple way to help your children get such training *now*, while they learn easily.

Just let a youngster be your family's purchasing agent. Start right in next time you need something fairly simple. Have your son or daughter look up the item in this catalog. Let them read Sears descriptions and compare different qualities we offer. Get them to shop in stores for this article, comparing quality, features

—and prices. Finally, let them make their own decision as to where to buy.

Note that we suggest you have the children see what they can find in other stores. This is because we believe such training in buying must be complete to be of value. The youngsters should learn to recognize a "good buy" wherever they may find it.

Remember, only *you* can give your children a chance to solve buying problems connected with daily living. You can't *buy* this training for them.

Honeysuckle DRESSES . . Now

Every Dress made to these NEW IMPROVED SPECIFICATIONS No Matter What You Pay!

- FRENCH SEWN side seams for longer wear, neater appearance
- ABOVE AVERAGE STITCHES PER INCH for over-all durability
- NEAT-FINISHED TRIMS—no raw ends on bows or separate ties
- TAPED ARMHOLES for a clean, neat finish and added strength



A \$4.98

B \$3.98

C \$3.98

Magic Grow
DRESSES grow one size front, back pleats allow for body growth. Hinged belt loops adjust to fit deep 4-inch hem.

NEW! Corduroy

A VELVET PINWALE CORDUROY is warm and smart for Fall and Winter . . . goes everywhere! Stylish separate white cotton pique undercollar . . . gold-color buttons and mock-leather belt. Elastic at waist back for fit. Taped side seams. Wash separately, remove collar before washing. State size 3, 4, 5, 6, 6x. 29G1310—Bright red. 29G1311—Med. green. Ship. wt. 1 lb. 7 oz. \$4.98

NOW! "MAGIC-GROW" in 2 Styles!

B MULTICOLOR PLAID that "grows as the grows"! Exquisitely styled in woven plaid gingham that's menderized for added luster . . . Sanforized, too, won't shrink over 1%. Eyelet embroidered under-ruffle around white embossed cotton yoke. Button-on sash lowers for next-season fit. Washfast. State size 3, 4, 5, 6, 6x. Wt. 14 oz. 29G1312—Plaid. \$3.98

C STRIPES 'n' SOLID Color team-up in one of the smartest styles we've seen. A "Magic-Grow" fashion for an added season of wear! Fine quality cotton broadcloth in dark green is Sanforized . . . won't shrink over 1%. Crisply contrasting green and white stripes in Dan River® "Cordspan." Washfast. State size 3, 4, 5, 6, 6x. Wt. 15 oz. 29G1313—Green. \$3.98

*Reg. U.S. Pat. Off.



D \$2.98

E \$2.98

F \$2.98

G \$2.98

H \$2.98

White frosted Plaid

D HEART-STEALER! Handsome woven plaid gingham in rich multicolors . . . freshened with white cotton eyelet and waffle pique trim. Sash slides through eyelet loops in front . . . full pockets. Washfast. State size 3, 4, 5, 6, 6x. Wt. 14 oz. 29 G 1316—Plaid. . . \$2.98

Sweet "Gibson Girl"

E YOU'LL SAY "How CUTE"! Fine quality 100x60 cotton broadcloth with red skirt, bow, front suspenders . . . white blouse-effect top. Eyelet trim. Elastic at 1/4 length sleeves, waist back. Washfast. State size 3, 4, 5, 6, 6x. Wt. 15 oz. 29G1317—Red, white. \$2.98

"Petticoot" Dress

F PITCHINGLY PRECISE! Multicolor woven plaid gingham with embroidered "petticoat" ruffle yoke, hem. Embossed white cotton yoke. Elastic waist back. Washfast. State size 3, 4, 5, 6, 6x. Ship. wt. 15 oz. 29 G 1318—Plaid. . . \$3.98

Gay Bolero Frock

G SLEEVELESS BOLERO slips off to reveal white cotton pique blouse-effect top . . . 2 outfits for one price! Pivotal with multicolor woven plaid gingham bolero, trim. Washfast. State size 3, 4, 5, 6, 6x. Wt. 15 oz. 29G1319—Med. blue. \$2.98 29G1320—Med. green. 2.98

"Jumper" Dress

H STRIKING MULTICOLOR woven plaid gingham with white cotton broadcloth top. Jumper-effect straps unbutton in front for easy dressing. White eyelet trim. Elastic at sleeves, waist back. Washfast. State size 3, 4, 5, 6, 6x. Wt. 14 oz. 29 G 1321—Plaid. . . \$2.98



J \$1.98

K \$1.98

L \$1.98

M \$1.98

N \$1.98

Little Shepherdess

J STORM-BLOCK! STYLISH! Red cotton broadcloth with black, white check pique bodice, collar, skirt ruffle. White rickrack trim. Elastic at sleeves. Washfast. State size 3, 4, 5, 6, 6x. Wt. 8 oz. 29G1322—Red, check. \$1.98

"Pinafore" Style

K A CREAMER in blue cotton broadcloth. Multicolor woven plaid gingham collar, pinafore ruffles, front pleats. White eyelet trim. Full circular skirt. Sanforized. Washfast. State size 3, 4, 5, 6, 6x. Wt. 8 oz. 29 G 1324—Med. blue \$1.98

New Button Trim!

L SO SMART! Bet. green cotton broadcloth . . . multicolor, woven plaid gingham bodice (front pockets) . . . white pique "a" bottom trim. Sanforized. Washfast. State size 3, 4, 5, 6, 6x. Wt. 8 oz. 29G1325—Bet. green. \$1.98

Apple Appliqued!

M EYELET EDGED yoke in white embossed cotton set-off with apple applique and piping in contrasting color. Fine quality cotton broadcloth. Washfast. State size 3, 4, 5, 6, 6x. Wt. 7 oz. 29G1326—Apple (Blue-green) 29G1327—Gold. . . Ea. \$1.98

Peppy Plaid

N SPRUCE BIR-FROST in crisp, white embossed cotton framed in ruffles accepts this frock in multicolor plaid gingham. More embossed cotton forms neat cuffs. Washfast. State size 3, 4, 5, 6, 6x. Ship. wt. 8 oz. 29 G 1328—Plaid. . . \$1.98

New-season styles all specification made for top value \$1.98

3A . . . CIPRIANO

Better Than Ever!

ALL GUARANTEED

to Wash and Wear!

- THREE INCH HEMS on every dress except for circular or swing skirt styles
- YOU KNOW THEY'LL FIT because they're made to pre-tested size patterns

NEWEST STYLES! Made for Sears . . Sold only by Sears!

Here's a whole world of fashion just for children . . . designed with an eye to comfort and practicality as well as appealing style.

SIZE CHART for Sizes 3 to 6x					
Order size	3	4	5	6	6x
If height is . . .	34 1/2 to 37	37 1/2 to 40	40 1/2 to 43	43 1/2 to 46	46 1/2 to 48 1/2
If chest is . . .	22	23	24	25	25 1/2 in.
If weight is . . .	29 1/2 to 34	34 1/2 to 38	38 1/2 to 44	44 1/2 to 49	49 1/2 to 54 lb.
Dress length . .	18 1/2	20	21 1/2	23	24 1/2 in.



\$2.98

Our New Party-Mannered Cotton

COQUETISH WHITE PEEK-A-BOO RUFFLES with colorful eyelet embroidery coyly peeks out from ruffled hem dounce . . . gaily edges round yoke ruffle. Big fashion news for the paper-doll crowd! Styled in practical, hardy 100% cotton broadcloth . . . dark green or bright red with contrasting piping at yoke, puff sleeves, waist and hem. Button back with perky tie sash. Washfast. State size 3, 4, 5, 6, 6x. Shpg. wt. 14 oz. 29G1314-Dark green 29G1315-Brt. red. \$2.98



\$1.98

Navy with Bright Plaid Highlights

DEMURE LITTLE STYLE that goes off to school, out "visiting" or on to parties with equal charm. Navy blue 100% cotton broadcloth with big tie-bow and wide skirt panels of multi-color, woven plaid gingham. White cotton pique collar and cuffs for crisp accent. Imagine so much style and quality for so little cost. Washfast. State size 3, 4, 5, 6, 6x. Shpg. wt. 8 oz. 29 G 1322-Navy blue with bright plaid. \$1.98

THESE DRESSES HAVE FULL CIRCLE SKIRTS

A complete 360° circle of swirling sweep!



A \$3.98



D \$3.98



C \$2.98



B \$2.98



E \$2.98

Little Girls Love the Way They Whirl 'n' Twirl . . . Order Several, they're darling!

A "DAN RIVER" multicolor woven plaid gingham makes this gay, full-circle skirt fashion a top buy. Big caplet collar, scalloped front and back, and 2 pockets in white embossed cotton with lace trim. Front buttons to waist . . . slim plastic belt. Elastic back waist. Washfast. State size 3, 4, 5, 6, 6x. Shipping wt. 13 oz.

29 G 1302-Multicolor plaid . . . \$3.98

*Reg. U. S. Pat. Off.

B PARASOL-TIERED full circle skirt frock in one of the prettiest styles of the season. Cotton percale in a lovely gold shade that's new and smart for little girls . . . trimmed with a harmonizing woven plaid gingham. Eyelet embroidered white cotton pique yoke in front with lace frilling. Washfast. State size 3, 4, 5, 6, 6x. Shpg. wt. 14 oz.

29 G 1305-Gold color with multicolor plaid trim . . . \$2.98

C PETTICOAT RUFFLES flirtatiously edge this full circle skirt beauty. Hardy 100% cotton broadcloth in twopoint-boxbright colors. Wide collar frosted with pretty white cotton lace . . . contrasting dressy rayon velvet tie sash. Washfast. State size 3, 4, 5, 6, 6x. Shpg. wt. 14 oz.

29G1303-Medium green . . . \$2.98
29G1304-Tangerine . . . \$2.98

D SWEET AS A PEPPERMINT STICK! Full circle skirt style in fine quality, combed chambray that's mercerized—crease resistant! Gay woven stripes with matching solid color trim . . . white eyelet embroidered yoke. Elasticized sleeves . . . simulated leather belt. Washfast. Please state size 3, 4, 5, 6, 6x. Shipping weight 14 oz.

29G1307-Rose, white
29G1308-Medium blue, white . . . \$3.98

E RIGHT OUT OF A PORTRAIT! Prim 'n' lady-like full circle skirt fashion in multicolor woven plaid gingham that's mercerized for added luster . . . Sanforized, won't shrink over 1%. White eyelet embroidered cotton bib and collar with rayon grosgrain bow trim. 1/4 length sleeves with dainty ribbon-run beading. Washfast. State size 3, 4, 5, 6, 6x. Shpg. wt. 15 oz.

29G1306-Plaid . . . \$2.98

CIRCLE-SKIRT DRESSES . . New! Beautifully Boxed!

2 for \$5.00

2 Darling Styles in a Lovely Gift Box

THRIFT-BUY! Both fine quality cotton broadcloth with full, 360° circle skirts . . . elastic waist backs for trim fit. One in contrasting light and dark green with white eyelet embroidery at ruffled yoke. One with yellow bodice and brown skirt . . . red braid and embroidery trim. Washfast. State size 3, 4, 5, 6, 6x. Order 2 of one size. Wt. 1 lb. 4 oz.

29 G 1329-2 for . . . \$5.00



CPKMHMDO PAGE 38

New! Rugged Navy Blue Denims now come with WARM PLAID FLANNEL LININGS



Jeans and Jacket lined throughout for extra warmth and comfort on chilly days... matching cotton flannel plaid shirt. The plaid's Sanforized, too—won't shrink over 1%!

How wonderful for Fall and Winter! Denim play-time favorites completely lined with warm, kitten-soft plaid cotton flannel in bright multicolors... and a plaid flannel shirt to match

- Closely woven, navy blue denim that can take hard daily wear
- Completely Sanforized, inside and out—won't shrink over 1%
- Strong double needle sewn seams in bright contrasting color
- Bar-tacking or metal rivets at all important points of strain



AA
\$1.49
Shirt
1 to 6x

D
\$2.49
Jacket
E
\$1.79
Jeans

B
\$2.59

A
\$1.98

F
\$1.79

Such a practical idea we have them for all your small fry... sizes 6 mos. to 6x1

A GIRLS' BOXER JEANS in 7-oz. denim... bright and cozy cotton flannel lining. Elastic all around waist; 2 front pockets with metal rivets; 1 back pocket. Bar-tacked at points of strain. Turn-up cuffs. Wash separately. *State size 1, 2, 3, 4, 5, 6, 6x. Wt. ea. 12 oz.* 29 G 4373M—Navy Ea. \$1.98; 2 for \$3.88

B GIRLS' SUSPENDER JEANS in 8-oz. denim fully plaid cotton flannel lined... turn up cuffs show it off. Detachable suspenders. Side zipper. 1 front and 1 back pocket. Belt loops. Metal rivets and bar-tacking. Wash separately. *State size 1, 2, 3, 4, 5, 6, 6x. Wt. ea. 1 lb.* 29 G 4374M—Navy Ea. \$2.59; 2 for \$5.10

C BOYS' SUSPENDER BLUE JEANS in durable 8-oz. denim... turn-up cuffs show off lining. Detachable button suspenders. Metal rivets, bar-tacking at strain points. Belt loops. Zipper fly front. Handy front, back pockets. Wash separately. *State size 1, 2, 3, 4. Wt. ea. 1 lb.* 29 G 6843M—Navy blue Ea. \$2.39; 2 for \$4.70

E BOXER JEANS for warmth and wear. 7-oz. sturdy denim fully plaid cotton flannel lined. Elastic all around waist. Turn-up cuffs show lining. 2 pockets. Wash separately. *State size 1, 2, 3, 4. Sbg. wt. ea. 9 oz.* 29 G 6842M—Navy blue Ea. \$1.79; 2 for \$3.50

D WESTERN STYLE JACKET. Sturdy 8-oz. blue denim warmly lined with plaid flannel to match jeans described C and E. Yoke front; snap fasteners. Back pleats. Rivets, bar-tacking at strain points. Chest pockets. Wash separately. *State size 1, 2, 3, 4. Wt. 11 oz.* 29 G 6835M—Navy blue. \$2.49

F TODDLERS' CHERALONG BLUE JEANS in 7-oz. denim warmly plaid flannel lined. Gripper fastener crotch; adjustable button suspenders. Bottom side. Elastic waist back. Wash separately. *State size 6, 12, 18 mos. Wt. ea. 9 oz.* 29 G 6449M—Navy blue Ea. \$1.79; 2 for \$3.50

AA MULTICOLOR PLAID COTTON FLANNEL Shirt to match lining of these denim tops... makes a warm winter outfit! Button cuffs. Washable. *State size 1, 2, 3, 4, 5, 6, 6x. Wt. ea. 7 oz.* 29 G 6500M—Plaid... Ea. \$1.49; 2 for \$2.90

Use Sears
Easy Terms
Inside
Back Cover

4... SEARS CPGKMN

SIZE CHART FOR 6 to 18 Months and Size 1 to 4x											
Order size	6 mos.	12 mos.	18 mos.	1	2	3	4	5	6	6x	
If height is...	24 1/2 - 26 1/2	27 - 29	29 1/2 - 31 1/2	29 1/2 - 31 1/2	31 1/2 - 34 1/2	34 1/2 - 37 1/2	37 1/2 - 40 1/2	40 1/2 - 43 1/2	43 1/2 - 46 1/2	46 1/2 - 48 in.	
If chest is...	18	19	20	20	21	22	23	24	25	25 1/2 in.	
If weight is...			22 1/2 - 25 1/2	25 1/2 - 27 1/2	27 1/2 - 30 1/2	30 1/2 - 34 1/2	34 1/2 - 38 1/2	38 1/2 - 44 1/2	44 1/2 - 49 1/2	49 1/2 - 54 lbs.	
Coat length size 2 to 4 is					17	18	19 1/2	20 1/2	22	23 1/2	
Coat length size 3 to 6x is							19	20 1/2	22	23 1/2	25 in.

ILLUSTRATED ON OPPOSITE PAGE

See how warmly we've lined ALL SIX of our STORM COATS!



- Three-quarter lined with wonderfully warm 100% Alpaca pile—cotton backed
- Iridescent rayon twill quilted to all new wool in sleeves and quarter skirt* (*Part-wool styles (L), (M), and (N), self-material lined in quarter skirt)

STORM COATS in Rayon and Nylon Gabardine for added wear, beauty

G TODDLERS' 3-PC. SET, SIZES 2 to 4... Perma-Plus® water repellent treated. Lamb fur collar and lapels. Concealed knit wristlets. Fully belted. Fleece lined slacks have adjustable, metal buckle suspenders; zipper fly front. Elastic insert at ankles. Lamb fur trimmed helmet with adjustable buckle strap. *State size 2, 3, 4.* 29 G 7304—Med. green 29 G 7305—Navy blue Sbg. wt. 3 lbs. 3 oz. Set \$18.95

H 3-PC. SET, SIZES 3 to 6x... Perma-Plus® water repellent treated. Fully belted coat has handsome Monton-processed dyed lamb collar, lapels. Warm, hidden knit wristlets. Elastic shirring at waist back. Adjustable suspender slacks; fleece lined... zipper side placket, elastic insert at ankles. Lamb trimmed matching hat. *State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 1 oz.* 29 G 2403—Medium Green 29 G 2404—Red 29 G 2405—Navy blue 3-PC. Set \$19.95

J STORM COAT ONLY, SIZES 3 to 6x. Same as coat described (H). Hat not included. *State size 3, 4, 5, 6, 6x. Wt. 2 lbs. 14 oz.* 29 G 2401—Red 29 G 2400—Navy blue 29 G 2402—Medium Green... \$14.95

K RAYON AND NYLON GABARDINE SKI CAP with visor; lamb fur earflaps. Water repellent. *State size small (19 1/2 in.); med. (20 1/2 in.); large (21 1/2 in.).* 29 G 2914—Red 29 G 2915—Navy blue 29 G 2916—Med. green; Wt. 6 oz. \$2.98

NEW! STORM COATS in Checks and Plaids... 50% Wool, 50% Rayon

L SMART HOUNDSTOOTH CHECK TODDLERS' 3-PC. SET, SIZES 2 to 4... a beautiful boy! Cravenette® water repellent treated. Rich lamb fur collar, revers. Coat has elastic shirred back waist for snug, easy fit... concealed knit wristlets... full belt. Self-lined quarter skirt. Fleece lined matching slacks; adjustable buckle suspenders... side zipper. Lamb fur trimmed, heat-hugging hat. *State size 2, 3, 4. Wt. 3 lbs. 10 oz.* 29 G 7306—Brown, white check. Set \$22.50

M PLAID 3-PC. SET, SIZES 3 to 6x... new and extra handsome! Cravenette® water repellent treated. Lamb fur collar, revers. Concealed knit wristlets and elastic shirred waist back, ankles to keep out drafts. Self-lined quarter skirt. Solid color slacks fleece lined; adjustable buckle suspenders; zipper side. Lamb fur ear flaps on ski cap. *State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 6 oz.* 29 G 2406—Red and Green plaid... \$25.00 29 G 2407—Blue and Green plaid... 25.00

N "MAGIC-GROW" HOUNDSTOOTH CHECK 3-PC. SET, 3 to 6x... super warm and so good-looking. All hems let out magically for extra season of wear. Cravenette® water repellent treated. Rich lamb fur collar, revers, hat trim. Concealed knit wristlets. Elastic shirring at coat back, ankles. Self-lined quarter skirt. Warm fleece lined matching slacks; adjustable buckle suspenders; side zipper. *State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 5 oz.* 29 G 2408—Brown, white check. Set \$27.50

*Reg. U. S. Pat. Off.



L
New
Houndstooth
Check
3-pc. Set
Sizes 2 to 4
\$22.50



J
Rayon and
Nylon
Gabardine
Storm Coat
only
3 to 6x
\$14.95



H
Rayon and
Nylon
Gabardine
3-pc. Set
Sizes 3 to 6x
\$19.95



M
New and
Handsome
Plaid
3-pc. Set
Sizes 3 to 6x
\$25.00



G
Boys' Rayon
and Nylon
Gabardine
3-pc. Set
Sizes 2 to 4
\$18.95

SEARS HAS THEM!

Better than ever selection
of popular
Storm Coats
All these features
for head-to-toe warmth

- They're all water-repellent treated
- Loskin® Mouton-processed dyed lamb fur collar, revers and hat trims
- Extra-warm 100% Alpaca $\frac{3}{4}$ lining
- Protective, concealed knit wristlets
- Sleeve linings quilted to new wool
- Rayon and cotton fleece lined slacks
- Permanently stitched slack crease
- Reg. U.S. Pat. Off.



N
"Magic-Grow"
Houndstooth
Check
3-pc. Set
Sizes 3 to 6x
\$27.50



K
Rayon and
Nylon
Gabardine
Visor-type
Ski Cap
\$2.98



"MAGIC-GROW"
Sleeves, hem
and slacks
grow with
her... simply
release
Magic-Grow
hemlines for
next season's
wear!

Honeysuckle Sets . . 3 to 6X

Magie-Grow

COAT SETS

that grow as she grows

.. wonderfully practical
.. extra-handsome new styles!



Sleeves,
hem, slacks.
Let out
easily for
next sea-
son's wear!

No re-hemming!
Just release
thread at hem

CHECKS WITH
SOLID COLOR

\$18.95

- 100% virgin wool coat . . in handsome cross-dyed checks
- 100% reprocessed wool Melton cloth solid color bib-slacks
- Mouton - processed dyed lamb fur
- Cozy detachable hood

BEAUTIFUL 3-PC. SET with famous Magic-Grow feature. Stylish little coat has smart "fishtail" flared back; rayon satin lining . . 100% reprocessed wool interlining. Bib-top slacks have adjustable suspenders; cotton kasha lining. State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 6 oz. 29 G2428-Brown, white 29 G2429-Red, brown 29 G2430-Dark green, light green. . . \$18.95

All Wool Covert
Magic Grow Set

\$18.95

- Luxurious Mouton-processed dyed lamb fur trimmings
- Coat rayon satin lined . . 100% reprocessed wool interlined
- Bib-top slacks lined with cozy cotton kasha

FASHIONABLE 2-PC. COAT SET with Magic-Grow adjustable hem-lines. Fur pom-pom trim on big round collar . . fur-trimmed pockets. Detachable half belt in back. Bib-top slacks with adjustable buckle suspenders. Hat not included. State size 3, 4, 5, 6, 6x. 29 G 2431-Bright red 29 G 2432-Teal brown 29 G 2433-Bright green Wt. 3 lbs. 14 oz. \$18.95

SIZE CHART FOR SIZES 3 TO 6X

Order size	3	4	5	6	6x
Height in.	34 1/2 to 37 1/2	37 1/2 to 40 1/2	40 1/2 to 43 1/2	43 1/2 to 46 1/2	46 1/2 to 48 1/2
Chest in.	27 1/2 to 29 1/2	29 1/2 to 31 1/2	31 1/2 to 33 1/2	33 1/2 to 35 1/2	35 1/2 to 37 1/2
Weight in.	29 1/2 to 34 1/2	34 1/2 to 39 1/2	39 1/2 to 44 1/2	44 1/2 to 49 1/2	49 1/2 to 54 1/2
Coat length	19	20 1/2	22	23 1/2	25 in.

6 . . SEARS, ROEBUCK AND CO. CHICAGO



\$18.95

\$16.95

\$16.95

\$16.95

Lush Velveteen

WHITE BUNNY FUR and lustrous bottoms set-off dressy cotton velveteen coat set. Quarter belt at shirred back . . full flared skirt. Coat rayon satin lined; 100% reprocessed wool interlined. Bib slacks cotton kasha lined; buckle suspenders. Hat not included. State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 29 G2426-Royal blue 29 G2427-Wine red \$18.95

Fine Quality Honeysuckle COAT SETS . . Expensive Details

ALL WOOL. DONEGAL TWEED coat. Mouton-processed dyed lamb fur collar; belted back. Rayon lined . . 100% reprocessed wool interlined. Bib slacks 100% reprocessed wool Melton; cotton kasha lining. Hat not included. State size 3, 4, 5, 6, 6x. Wt. 3 lbs. 12 oz. 29 G2424-Brown \$16.95 29 G2425-Blue . . 16.95

LOVELY MOUTON-PROCESSED DYED LAMB FUR trims a beautiful set in warm 100% reprocessed wool Melton. Full flared back. Rayon lined. Cotton interlined. Cotton kasha lined bib slacks. Adjustable suspenders. Hat not included. State size 3, 4, 5, 6, 6x. 29 G2422-Medium green 29 G2423-Wine red Wt. 3 lbs. 11 oz. \$16.95

STYLISH NEW PLAID in 50% wool, 50% rayon with smart solid color trim. Shirtwaist sleeves; full flare back. Rayon satin lined; 100% reprocessed wool interlined. Bib slacks cotton kasha lined; adjustable suspenders. Hat not included. State size 3, 4, 5, 6, 6x. 29 G2420-Red, green 29 G2421-Dk. blue, green Wt. 3 lbs. 8 oz. . . \$16.95



\$14.95

\$14.95

\$13.95

\$7.95

Stylish, Warm Honeysuckle COAT SETS Moderately Priced

100% REPROCESSED WOOL MELTON; Persian fur-like fabric trim (rayon on cotton back). Detachable hood. 3-gore back. Rayon lined. Cotton interlined. Adjustable suspender slacks cotton kasha lined. Hat not included. State size 3, 4, 5, 6, 6x. Wt. 4 lbs. 8 oz. 29 G2417-Medium green 29 G2419-Purple 29 G2418-Wine red \$14.95

BROWN, WHITE CHECKS in a dashing 100% virgin wool coat. Full swing back . . cotton velveteen trim. Rayon lined; cotton interlined. Solid brown 100% reprocessed wool slacks; adjustable suspenders; cotton kasha lined. No hat. State size 3, 4, 5, 6, 6x. Wt. 3 lbs. 8 oz. 29 G 2415 . . . \$14.95

COAT SET WITH MUFF in 100% reprocessed wool melton. Full back. Persian fur-like fabric trim (rayon on cotton back). Rayon lined. Cotton interlined. Bib-top slacks cotton kasha lined. Hat not included. State size 3, 4, 5, 6, 6x. 29 G2413-Medium blue 29 G2414-Med. green Wt. 3 lbs. 15 oz. \$13.95

Hooded Coat

HIGH STYLE little coat at a real budget price. 100% reprocessed wool Melton with plaid lined detachable hood . . gleaming metal buttons. Plaid trimmed slash pockets. Rayon lined. State size 3, 4, 5, 6, 6x. 29 G2373-Medium green 29 G2374-Medium blue 29 G2375-Wine red Wt. 2 lbs. 12 oz. . \$7.95

NOW! WASHABLE Corduroys

FIRST AT SEARS!

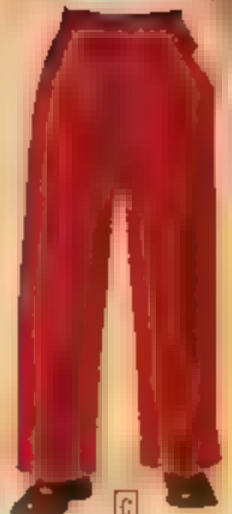
Make washday easier! Tub them right with other garments, washing lights with lights and darks with darks as you always do. They're all our own Money-suckle, top quality pinwale corduroys.



Jacket \$3.95



Trousers \$1.98



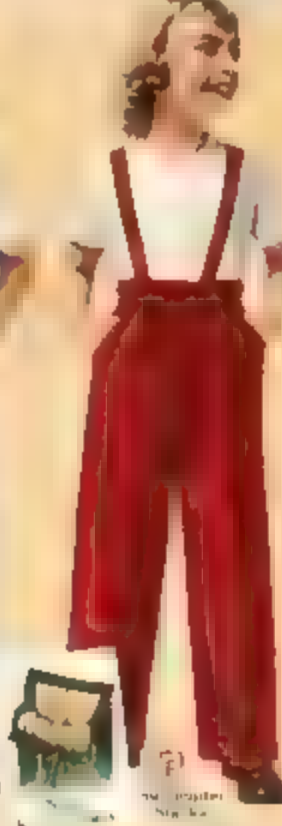
Trousers \$2.38



Overalls \$1.98



Overalls \$2.98



Overalls \$3.57



Set with jacket \$5.89



Another
4-STAR
Feature

OUR BEST HONEY-SUCKLE OVERALL PINWALE CORDUROY

- Your Best Buy Check these Features!
- Wash and dry in the same water
- Available in all colors
- Guaranteed to last
- No ironing
- No dry cleaning
- Endless combinations

Look in the Hosiery Department for the full line of these overalls. **\$2.70**

29 G 4266 2 for \$5.30 29 G 4267 2 for \$5.30
29 G 4268 2 for \$5.30 29 G 4269 2 for \$5.30

SIZE CHART FOR SIZES 2 to 10

Order Size	2	3	4	5	6	7	8	9	10
Waist	24	26	28	30	32	34	36	38	40
Length	30	32	34	36	38	40	42	44	46

LOOK! New Gay Plaid CORDUROY

These new corduroys are made of the finest material and are guaranteed to last. They are available in all colors and patterns.



Overalls \$3.89

Overalls \$2.98



Overalls \$2.98

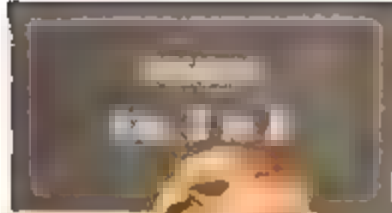


Set \$4.98

B. SEARS, ROEBUCK AND CO.

ILLUSTRATED ON OPPOSITE PAGE

c PAGE 9 CHILDREN'S PLAYWEAR



**New! Fine Gauge
IMPORTED
ZEPHYR WOOL**

100% VIRGIN WOOL WORSTED HONEYSUCKLE SWEATERS
Bright new Twin Sweater Set, and Novelty and Classic Cardigans

ZIPPER SWEATER \$2.98

Color	Size	Price
29 G 3636 Navy blue	29 G 3636	\$2.98
29 G 3637 Red	29 G 3637	2.98
29 G 3638 Green	29 G 3638	2.98
29 G 3639 Blue	29 G 3639	2.98
29 G 3640 Yellow	29 G 3640	2.98

KNIT SWEATER \$2.29

Color	Size	Price
29 G 3641 Navy blue	29 G 3641	\$2.29
29 G 3642 Red	29 G 3642	2.29
29 G 3643 Green	29 G 3643	2.29
29 G 3644 Blue	29 G 3644	2.29
29 G 3645 Yellow	29 G 3645	2.29

CLASSIC TWIN \$3.98

Color	Size	Price
29 G 3646 Navy blue	29 G 3646	\$3.98
29 G 3647 Red	29 G 3647	3.98
29 G 3648 Green	29 G 3648	3.98
29 G 3649 Blue	29 G 3649	3.98
29 G 3650 Yellow	29 G 3650	3.98

POLO KNIT \$1.98

Color	Size	Price
29 G 3651 Navy blue	29 G 3651	\$1.98
29 G 3652 Red	29 G 3652	1.98
29 G 3653 Green	29 G 3653	1.98
29 G 3654 Blue	29 G 3654	1.98
29 G 3655 Yellow	29 G 3655	1.98

POLO TWIN \$1.69

Color	Size	Price
29 G 3656 Navy blue	29 G 3656	\$1.69
29 G 3657 Red	29 G 3657	1.69
29 G 3658 Green	29 G 3658	1.69
29 G 3659 Blue	29 G 3659	1.69
29 G 3660 Yellow	29 G 3660	1.69



100% VIRGIN NYLON
Dries faster . . . wears longer . . . never needs blocking
New big choice of styles!



Thrifty Hardy COTTON
New dressy combed cotton knit . . . two go-everywhere, popular sweat shirt types

[A] ZIPPER SWEATER \$4.98

Color	Size	Price
29 G 3633 Navy blue	29 G 3633	\$4.98
29 G 3634 Red	29 G 3634	4.98
29 G 3635 Green	29 G 3635	4.98
29 G 3636 Blue	29 G 3636	4.98
29 G 3637 Yellow	29 G 3637	4.98

[C] ZIPPER SWEATER \$1.98

Color	Size	Price
29 G 3640 Navy blue	29 G 3640	\$1.98
29 G 3641 Red	29 G 3641	1.98
29 G 3642 Green	29 G 3642	1.98
29 G 3643 Blue	29 G 3643	1.98
29 G 3644 Yellow	29 G 3644	1.98

[E] ZIPPER SWEATER \$1.69

Color	Size	Price
29 G 3686 Navy blue	29 G 3686	\$1.69
29 G 3687 Red	29 G 3687	1.69
29 G 3688 Green	29 G 3688	1.69
29 G 3689 Blue	29 G 3689	1.69
29 G 3690 Yellow	29 G 3690	1.69

[G] ZIPPER SWEATER \$1.19

Color	Size	Price
29 G 3695 Navy blue	29 G 3695	\$1.19
29 G 3696 Red	29 G 3696	1.19
29 G 3697 Green	29 G 3697	1.19
29 G 3698 Blue	29 G 3698	1.19
29 G 3699 Yellow	29 G 3699	1.19

[B] ZIPPER SWEATER \$2.98

Color	Size	Price
29 G 3638 Navy blue	29 G 3638	\$2.98
29 G 3639 Red	29 G 3639	2.98
29 G 3640 Green	29 G 3640	2.98
29 G 3641 Blue	29 G 3641	2.98
29 G 3642 Yellow	29 G 3642	2.98

[D] ZIPPER SWEATER \$2.98

Color	Size	Price
29 G 3643 Navy blue	29 G 3643	\$2.98
29 G 3644 Red	29 G 3644	2.98
29 G 3645 Green	29 G 3645	2.98
29 G 3646 Blue	29 G 3646	2.98
29 G 3647 Yellow	29 G 3647	2.98

[F] ZIPPER SWEATER \$1.19

Color	Size	Price
29 G 3686 Navy blue	29 G 3686	\$1.19
29 G 3687 Red	29 G 3687	1.19
29 G 3688 Green	29 G 3688	1.19
29 G 3689 Blue	29 G 3689	1.19
29 G 3690 Yellow	29 G 3690	1.19

[H] ZIPPER SWEATER \$1.19

Color	Size	Price
29 G 3695 Navy blue	29 G 3695	\$1.19
29 G 3696 Red	29 G 3696	1.19
29 G 3697 Green	29 G 3697	1.19
29 G 3698 Blue	29 G 3698	1.19
29 G 3699 Yellow	29 G 3699	1.19

Everything your children need can be bought on Easy Terms . . . see inside back cover

10 . . . SEARS, ROEBUCK AND CO. GPRH:33X

SWEATER SIZE CHART SIZES 3 TO 8	Order size			
	3	4	6	8
W chest is	22	23	25	27

HONEYSUCKLE RAINCOATS

3 TO 6X



A

\$1.59

B

\$1.79

C

\$2.98

D

\$4.95

E

\$5.95

Our Thrift-Priced Waterproof RAINWEAR

A STURDY VINYL PLASTIC HOODED STYLE folds up pocket-size in matching carrying case! Snap-closing down front and all around, detachable belt keeps out wind and rain. Attached hood. Hand made in Mexico. Finish. Size 4-6. Price \$1.59. 29G4906-Medium blue. 29G4907-Medium green. 29G4908-Bright red. Shpg. wt. 10 oz. \$1.59

B CREEPY PLAID RAINCAPE with attached hood makes a stylish rainy-day outfit! Strong rubberized cotton... fully cut to slip over her suit. Reinforced arm slits. Three plastic buttons down front with self tie at neck. Size small (3-4), medium (5-6) large (6x). 29G4934-Red plaid. Shpg. wt. 11 oz. \$1.79

C INVERTED NECKED RAIN COAT with plenty of fullness to slip over coats or outerwear. Rubberized cotton in a handsome checked plaid. Attached waist-length cape with fitted shoulders. Detachable hood. Button closing and all around the belt. Patch pockets. Size 3, 4, 5, 6, 6x. Wt. 1 lb. 2 oz. 29G4943-Red. \$2.98. 29G4944-Blue. \$2.98

D NEW AND SMART RAIN-PROOF DESIGN glamorizes this stylish raincoat in fine quality rubberized rayon taffeta. It's nicely detailed with detachable, self-lined hood... trim-fitting lapel sleeves and two big pockets with welted trim. Button front, fully belted. Size 4, 5, 6, 6x. Shipping wt. 1 lb. 29G4945-Red. 29G4946-Blue. 29G4947-Green. \$4.95

E VERY HIGH FASHION water repellent! Popular rayon and acetate pin check pattern finished with bright red corduroy trim on collar pockets and visor of detachable self-lined hood. Swing back style. Turn-back cuffs. Unlined. Size 4, 5, 6, 6x. 29G4948-Black white check. 29G4949-Aqua high brown. red trim. Wt. 9 oz. \$5.95

Our Best RAINWEAR Double as Coats!

Style-Wise RAINCOAT and UMBRELLA SET

F YOU'LL SAY "HOW DARLING!" when she's all dressed up for rainy weather in smart new checked plaid waterproof raincoat and matching umbrella. Fine quality rubberized cotton. Pull length coat with all around belt, 2 side pockets. Matching umbrella has a lovely plastic handle just like Mine. Size 4, 5, 6, 6x. Shpg. wt. 1 lb. 14 oz. 29G4950-Red check-plaid. 29G4951-Blue check-plaid. \$6.95



F

\$6.95

SIZE CHART FOR RAINCOATS, JACKETS SIZES 2 TO 6X									
Order size	2	3	4	5	6	6x			
Bust	21	22	23	24	25	25 1/2 in.			
Height	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Waist length	17	9	20 1/2	22	23 1/2	25 in.			



G

\$2.98

H

\$2.98

J

\$3.98

K

\$3.98

L

\$6.95

Outstanding Group of JACKETS... the Best We've Ever Offered!

G NEW! WASHABLE 100% WOOL JACKETS in black and white. Wear as a jacket or separate shirt. Holes in front and at cuffs. Patch pocket. Washable... maximum shrinkage 1%. Size 3, 4, 5, 6, 6x. Shpg. wt. 13 oz. 29G4880-Plaid. \$2.98

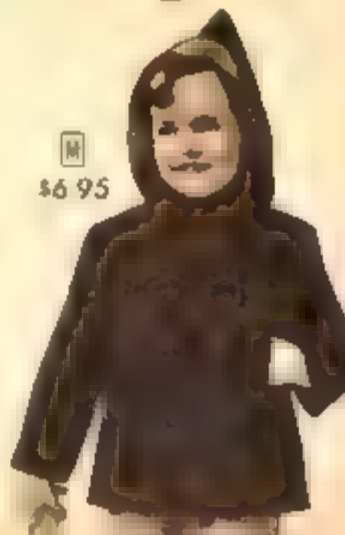
H FRONT ZIPPER JACKET in a fine rayon and cotton with water-repellent treated. Shag-fitting cotton rib knit cuffs and collar. New bright plaid cotton flannel lining. Size 2, 4, 6, 6x. Shpg. wt. 1 lb. 4 oz. 29G4838-Med. green. \$3.98. 29G4839-Bright red. \$3.98. *Reg. U.S. Pat. Off.

J ZIPPER FRONT BOMBER JACKET with Mouton-processed, dyed lamb fur collar. Water repellent twill lined with 8-oz. reprocessed wool. 30% wool, 50% cotton. Size 2, 4, 6, 6x. Wt. 1 lb. 9 oz. 29G4842-Navy blue. \$4.95. 29G4843-Bright red. \$4.95. 29G4844-Medium green. \$4.95

K POPULAR NAVY STYLE PEACOCK in green and navy. New Water 30% reprocessed wool. Detachable hood. Brightly lined with red cotton tulle. Regular buttoning. Patch pockets. Please state size 3, 4, 5, 6, 6x. Shipping weight 2 pounds 11 ounces. 29G4808-Navy blue. \$6.95. 29G4809-Medium green. \$6.95

L STURDY COTTON PEACOCK JACKET with new bright plaid cotton flannel lining. Water repellent treated. Full length. Two slash pockets. Please state size 2, 4, 6, 6x. Shipping weight 14 ounces. 29G4836-Red. \$2.98. 29G4837-Tan. \$2.98

M SHORTY PLAID PEACOCK JACKET in a bright combination of red and green. A stylish way to wear the year around. Full length. Upper and lower front pockets. Elastic shirred at waist back. Please state size 2, 4, 6, 6x. Shipping weight 12 ounces. 29G4840-Plaid. \$3.98



M

\$6.95

NEW! Sur-Coat Style JACKET

HANDSOME, DURABLE BLEND of rayon, acetate and nylon with rich fur-like Timon® collar. Zipper front, shirring at sides back. Buckle belt in front. Warmly lined with 8-oz. reprocessed wool quilted to rayon. Elastic on sleeves. Please state size 2, 4, 6, 6x. Shipping weight 2 pounds. 29G4845-Forest green \$7.49. 29G4846-Navy blue. 7.49. 29G4847-Wine. 7.49

*100% wool face on cotton back which is 27% of total fabric

Buy everything your children need on Sears Easy Terms see inside back cover for details

SEE PAGE 11 - RAINWEAR

- Reinforced cotton won't shrink over 5%
- Vat-dyed, washable, no iron won't fade or run
- 100% life machine washable
- Machine washable
- Bar to bar built-in
- Amp to 100% each



\$1.79

\$1.29

NEW RED AND BLUE
F R
K
W P V C
S K F
M S
T
Male new 3, 4, 5, 6,
6x Shpg. wt. ea. 6 gm.
29 G 4648 Pk 1-31 79
Vap. 2 for 3.30

Cotton Broadcloth

CLASSIC WHITE SHIRT in
Long Sleeves 1 ea \$ 29.95
29 G 4640 W 1 ea \$ 29.95
Short! 2 for 2.97
Short Sleeves W 1 ea \$ 9.95
29 G 464 W 1 ea \$ 9.95

31.69

Plaid Gingham

GAY RED PLAID GY

inforized Washfast
Male nos 3, 4, 5, 6, 7.
Long sleeves. Wt. ea. 8 oz.
29 C 4642 Red plaid
Each \$1 49 2 for \$3 30

Short Sleeves. Wt. ea. 8 oz.
29 C 4643 Red plaid
Each \$1 49 2 for \$2 99

\$1.98

Two Smart Novelty Sport Shirts

NEW TURTLE NECK
 100% cotton jersey knit
 18" x 26" 1/2 size S-4 L
 No knit collar - 1/2" wide
 plaque & ribbon trim.
 Fancy buttons down
 back Short sleeves,
 Washable. State size 3,
 4, 5 & 6. \$1.99 1/2 doz.

29 G 4688	Bright red
29 G 4689	Kelly green
29 G 4690	Gold

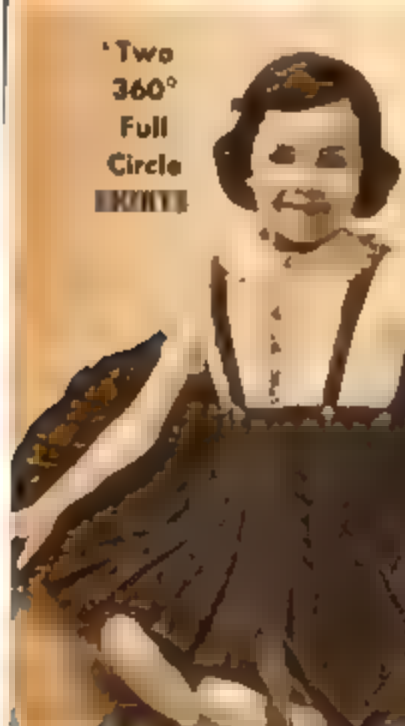
Each \$1.99 2 doz \$3.99

POWELL'S PULLOVER in cheerful woven plaid gingham in various ring knit and ribbing contrast white. Fern short puff sleeves. San fastened. Won't shrink over 3%. Washable 1c to 1 1/2c. Under 2. Size men 3, 4, 5, 6, 8. Supp. wt ea. 3 oz.

29-4202 Med. slant
Each 98c 2 for \$1.90

985

**Two
360°
Full
Circle**

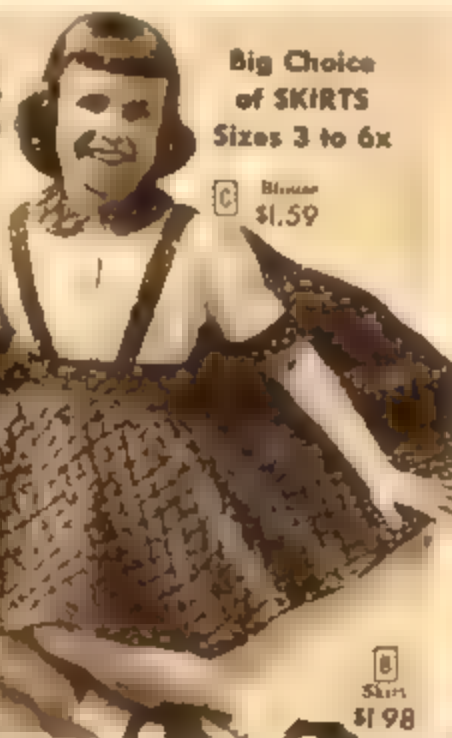


But
\$2.98

\$2.98

**Big Choice
of SKIRTS
Sizes 3 to 6x**

C **Blind**
\$1.59



5198

News in JUMPERS
Sizes 3 to 6x!

Look at the
Whirl Skirt!

G
\$3.98



Whirl-Skirt Jumper

NEW HKE FAVORITE WHIM.
SKIRT STYLE comes in a
umper, too. Rich, lustrous
to with buckle belt and
of trimmed, double-patch
in a contrasting color
to waist in back. Neck
bound here. Wash separately.
Please place in a 5 6 63

28 G 4145 Red men blue
79 G 4146 Mid blue leather
79 G 4147 Red men blue
WHM Shipping wt 10 oz. \$3.95

\$4.98



Warm All Wool Plaid

[illegible]

\$2 98



Rich Plaid Corduroy

[illegible]

12 . . SEARS, ROEBUCK AND CO. CHICAGO



\$1.09

\$1.09



\$1.49

\$1.49

Nylon
is lovely.
Easy to
care for



\$1.98

NEW! BLOUSES, Dainty Swiss Embroidery

SWEET N' EASY NINE!
Crisp cotton broadcloth with a panel front embroidered in Switzerland. Cotton lace edged collar. Coral ribbon tie bow for bright contrast. Button back. Surprisingly low price too. Washable. *State size 3, 4, 5, 6, 6x.*
29G4616—White. \$1.09
Wt. ea. 4 oz. 2 for 2.12

PRETTY CONNECTION in white, pastel color broadcloth. Pleated front with delicate Swiss embroidered yoke, contrast cuffs, collar, buttons. So little to pay for a Swiss-embroidered style. Button front. Washable. *State size 3, 4, 5, 6, 6x.*
29G462 White blue \$1.09
29G4621 White pink 1.09
Wt. ea. 5 oz. 2 for 2.12

Bright Embroidery on Broadcloth

CHEERFUL embroidered tape edged with ruffled eyelet embroidery neatly conceals front buttons... stitched down pleats on each side. Short sleeve cotton broadcloth. Eyelet edged collar. Washable. *State size 3, 4, 5, 6, 6x.*
29G4607 White \$1.49
Wt. ea. 5 oz. 2 for 2.92

CINNY ANIMAL Shiny gayly embroidered on each side of eyelet edged collar. Well-made cotton broadcloth blouse with button and button fly long sleeve style. Washable. *State size 3, 4, 5, 6, 6x.*
Shpg. wt. ea. 5 oz.
29G4623—White
Ea. \$1.49 2 for \$2.92

Choose Nylon!

IT'S A TIME SAVER and so pretty! Dressy 100% nylon blouse with sparkling clear glass buttons framed with sheer nylon net. Filled puff sleeves round collar. Hand wash. Little or no ironing. *State size 3, 4, 5, 6, 6x.*
29G4635 White. \$1.98
Wt. ea. 5 oz. 2 for 3.84



\$2.98

\$3.98

\$4.98

\$6.59



\$1.89

\$1.89

A SEARS 3 to 6x SUIT IS A SMART INVESTMENT!

Well tailored fabrics becomingly styled for 3 to 6x figures... order several of our blouses, too, for a variety of outfits!

Our Thriftiest Suit in Wool-and-Rayon

A DASHING CONTRAST OF SOLID COLOR WITH PLAID... nicely tailored in 55% wool and 45% rayon. Jaunt! solid color bolero jacket has colorful plaid trimming... around armholes, "pretend" pockets and piping. Twirling swing skirt in bright multicolor matching plaid with adjustable button suspenders... button side pockets. Dry clean. Add several of blouses shown above to your order to go with it. *State size 3, 4, 5, 6, 6x.* Shpg. wt. 1 lb.
29G4033—Red and plaid 29G4034—Green and plaid \$2.98

3-PIECE SUIT Makes FOUR smart Outfits!

Clever 4-way suit has reversible vester she'll wear plaid or solid side out... 2 skirts to match or contrast. A whole winter wardrobe!

Order Corduroy for Top Fashion, Long Wear

HERE'S A BEAUTIFUL LITTLE SUIT in velvet-rich, checked plaid corduroy topped with solid tone. Solid color bolero-style jacket is trimly bound with check to match the skirt. Sparkled with gold-color metal buttons. Full skirt is gathered around waist back... adjustable button suspenders... two patch pockets. Wash and care easy. *State size 3, 4, 5, 6, 6x.* Shpg. wt. 1 lb.
29G4035—Red with check 29G4036—Navy blue with check \$3.98

BIGGEST SUIT BUY OF THE SEASON and look at comes in a lovely new Gold color, too. You'll get two adjustable suspender skirts with one bound hem... one in velvet (corduroy in rich solid colors)... one in beautifully tailored rayon plaid. One matching reversible vester... corduroy on one side, rayon plaid on the other. A winter wardrobe for just \$4.99! Wash separately. *State size 3, 4, 5, 6, 6x.*
29G4039—Gold with plaid
29G4040—Red with plaid
29G4041—Forest green, plaid
Shipping weight 1 pound 5 oz.
3-pc. Suit \$4.99

Sleek Rayon Plaid for Warmth without Weight

A SUIT SHE CAN WEAR MOST MONTHS OF THE YEAR! Big fashion-find for a very young lady... suitable for most of her social engagements. Smart bolero-style long sleeve jacket accented with solid color trim at cuffs, double collar and clever pockets. All around pleated skirt she'll whirl around in... adjustable detachable suspenders. Order several of the blouses shown above to wear with it. Dry clean. *State size 3, 4, 5, 6, 6x.* Wt. 1 lb. 3 oz.
29G4037 Navy blue and Green plaid \$4.98
29G4038 Red and Navy blue plaid \$4.98

If Her Shirt-Tails Fly, Try a Honeysuckle BLOUSLIP

More and more Mothers are ordering our SANFORIZED Blouse and Slip Combinations that stay in place all day long!

O A CLASSIC LONG SLEEVE BLOUSE with high contrasting black and gray bow at neck. Buttons to waist in front. Button cuffs. Sanforized cotton broadcloth throughout... won't shrink over 1%. Pretty ruffled blouse. Slips and skirts look so much neater with a blouslip... order here today! Washable, remove bow. *State size 3, 4, 5, 6, 6x.* Shpg. wt. each 6 oz.
29G4636—White
Each \$1.89 2 for \$3.68

OUR SHORT SLEEVE STYLISH BLOUSLIP has bright embroidery down the front with gay contrast stitching detailing ruffled edging, as well as ruffled collar and hem flounce, too. Smart stitched down pleats each side of button front. Nicely made in Sanforized cotton broadcloth... maximum shrinkage won't exceed 1%. Washable. *State size 3, 4, 5, 6, 6x.* Shpg. wt. ea. 6 oz.
29G4625—Slip & each \$1.89 2 for \$3.68

SIZE CHART FOR 3 to 6x

Order size	3	4	5	6	6x
If height is	34½ to 37	37½ to 40	40½ to 43	43 to 46	46½ to 48 inches
Chest is	27	29	31	33	35 inches
Weight is	10 to 14	14 to 18	18 to 22	22 to 26	26 to 30 pounds
Skirt length	18½	20	21½	23	24½ inches

Add a warm Sweater to your Skirt and Suit Order See page 10

CPBK PAGE 13... GIRLS' WEAR

Youngsters love the
Real Western Style .
just like "Grown-up's"!

Sears Own Honeysuckle Ranch Style DENIM BLUE JEANS

OUR BEST QUALITY . . . BUILT FOR RUGGED WEAR

- YOU KNOW THEY'LL FIT because they're specifications made to tested size patterns . . . Sears high standards of workmanship
- Cut from stout, closely woven navy blue denim that keeps on fitting because it's SANFORIZED won't shrink over 1%
- DOUBLE NEEDLE SEWN SEAMS in bright contrasting color thread
- BAR-TACKING or METAL RIVETS at all possible points of strain

B Shirt
\$1.22
Each, in
lots of 3



A \$1.15
Each, in
lots of 3

C \$1.65
Each, in
lots of 3

Boxer Style Denims

A REAL RANCH STYLE all the kids prefer . . . in sturdy 7-oz. blue denim that can take a lot of abuse. Metal rivets at all points of strain in front . . . bar-tacked in back to spare furniture. Shirted elastic stay-up waist. Two side pockets, one in back. Wash separately. Size size 3 4 5 6 8. Shpg. wt. ea. 7 oz. 29G4398—Ea. \$1.19; 3 for \$3.45

Suspender Style Denims

C SUSPENDERS STAY IN PLACE because they're tacked together in back . . . fasten to waist with metal fasteners in back buckles in front. Strong 8-oz. weight denim. Side zipper, belt loops. Metal rivets in front bar-tacked in back. 4 pockets. Wash separately. Size size 3 4 5 6 8. Shpg. wt. ea. 12 oz. 29G4399—Ea. \$1.49; 3 for \$4.95

Warm Plaid Shirt Goes Gaily with Denims

B CLASSIC WOVEN PLAID COTTON FLANNEL SHIRT brightens up her blue jeans . . . keeps her warm and cozy. Convertible neck to wear open or buttoned. Long sleeves with coat button cuffs. Patch pocket. Wash separately. Size size 3 4 5 6 8. Shpg. wt. ea. 8 oz. 29G4454—Red plaid multicolor. . . . Each \$1.25. Save 3 for \$3.64

MEASURE TO BE SURE	Size Chart for Sizes 2 to 6X
Order size	2 3 4 5 6 6X
If height is	3' 1/2"-34 34 1/2 37 37 1/2-40 40 1/2-43 43 1/2-46 46 1/2-48 in.
If chest is	21 21 1/2 22 22 1/2 24 24 1/2 25 25 1/2 in.
If weight is	25 1/2-29 29 1/2-34 34 1/2-38 38 1/2-44 44 1/2-49 49 1/2-54 lbs.

14-18 . . . SEARS, ROEBUCK AND CO. OFFICIAL



Another 4-STAR Feature!

Our Best Honeysuckle PLAID DENIM OVERALL

- Specification made for true fit
- Strong 8-oz. denim
- Double snap fly, longer leg openings
- Fully lined waistband
- Wide double fabric hem
- Full cuffs

D TERRIFIC VALUE - check the expensive features - the low price! \$1.75
Strong 8-oz. denim with dark etc. bar-tacking and double sewn seams. 2 big pockets. Washable. Size size 3 4 5 6 8. Shpg. wt. ea. 12 oz. 29 G 4357M—Ea. \$1.75; 3 for \$3.40



E \$1.79
NEW! "Good Luck"
Vest with Sure Nuff
Genuine Rabbit's Foot!



F \$1.49



G Lined
\$1.29

BONNY STUART PLAID DENIMS

Buy several pieces they make a gay interchangeable wardrobe because they're all made of the same fabric! Honeysuckle 7-oz. denim in peppy multicolor woven plaid SANFORIZED won't shrink over 1%

New Full Length
of Flannel Lined \$1.98

E NEW! "Good Luck" VEST with a real rabbit's foot that swings on a gold-color metal chain for all the world like Grandpa's watch fob . . . clips onto pocket. All the class will want one! 6 buttons fasten either way for boy or girl. Washable. Order longies (**G**) to match. Size size 3 4 5 6 8. 29G4375M Plaid. Wt. ea. 6 oz. Ea. \$1.79; 3 for \$3.30

F SPORTY COLLARLESS JACKET in bright plaid denim to team with matching overall and longies or contrast smartly with solid color tops. Long sleeves. Button front. 2 patch pockets. Washable. Size size 3 4 5 6 8. 29 G 4363M—Plaid. Shpg. wt. 6 oz. . . . Each \$1.49

G PLaid DENIM BOXER LONGIES with all around elastic waist that stays comfy in place. One back pocket. Order over our 7-oz. or 8-oz. or 10-oz. or 12-oz. or 14-oz. or 16-oz. or 18-oz. or 20-oz. or 22-oz. or 24-oz. or 26-oz. or 28-oz. or 30-oz. or 32-oz. or 34-oz. or 36-oz. or 38-oz. or 40-oz. or 42-oz. or 44-oz. or 46-oz. or 48-oz. or 50-oz. or 52-oz. or 54-oz. or 56-oz. or 58-oz. or 60-oz. or 62-oz. or 64-oz. or 66-oz. or 68-oz. or 70-oz. or 72-oz. or 74-oz. or 76-oz. or 78-oz. or 80-oz. or 82-oz. or 84-oz. or 86-oz. or 88-oz. or 90-oz. or 92-oz. or 94-oz. or 96-oz. or 98-oz. or 100-oz. Washable. Size size 3 4 5 6 8. 29 G 4325M Plaid. Wt. ea. 8 oz. Ea. \$1.29; 2 for \$2.52

NEW! Same Longies FULLY LINED with Sanforized cotton flannel. Fast a waist and in center for easy dress and wash. Washable. Size size 3 4 5 6 8. Shpg. wt. ea. 12 oz. 29 G 4369M Lined Plaid. Each \$1.98; 2 for \$3.98

Sturdy, Practical PLAY TOGS

Thrift-Priced!
easy-to-
do-up styles



H \$1.67



J 98c



K New Appliqued
Chambray
\$1.19

Lightweight Sport DENIM OVERALL

H SO PRACTICAL! Self fabric lined bib; adjustable buckle suspenders. Set-in waistband in front. Elastic waist back. Gripper Fastener side. Washable. Size size 2 3 4 5 6. Shpg. wt. ea. 11 oz. 29 G 4255 Faded blue denim. 29 G 4256 Faded red denim. Each \$1.67; 2 for \$3.23

Sturdy Cotton Twill LONGIE

J ALL AROUND ELASTIC WAIST holds shirt in neatly. Rugged, firmly sewn fabric. Back patch pocket. Washable. Size size 3 4 5 6 8. Shpg. wt. ea. 7 oz. 29 G 4386—Dark green. 29 G 4387—Red. Each 98c; 3 for \$2.85

Chambray OVERALL

K SAILBOAT APPLIQUE gayly details multicolor stripe bib. Adjustable button suspenders tacked together in back. Front pocket. Elastic at waist back. Washable. Size size 3 4 5 6. Shpg. wt. ea. 6 oz. 29 G 4262—Medium blue. Each \$1.19; 3 for \$3.32

SANFORIZED PLAID DENIMS

Peppy Playlogs for sizes 6 months to 6x

Colorful... comfortable... easy to care for. Buy 'em for brother and sister too!

Honeysuckle 7-oz. denim. Sanforized—won't shrink over 1% when washed

D
\$1.49
Each



A \$1.29 Each



B \$1.49 Each



C
\$1.29 Each



Overall

D Multicolor plaid denim overall with a convenient drop seat. Tot can snap it open him self. Adjustable snap-buckle suspenders. Won't slip off tot's shoulders. Blank back waist. 2 front pockets. Double fabric bib. Washable. Sanforized—won't shrink over 1%. State size 1, 2, 3, or 4. Shpg. wt. each 9 oz. 29G8348—Ea. \$1.49 Buy 2 for only 2.90

Boxer Longie

A All around elastic waist fits comfortably, holds shirt in place. Bar-tacked front seam can be opened to make a fly front. Sturdy 7-oz. denim in a bright multicolor plaid. Both boys and girls love to wear them. Washable. Sanforized—won't shrink over 1%. State size 1, 2, 3, 4, 5, 6, 8x. Shpg. wt. each 7 oz. 29G8301—Ea. \$1.29 Save! Buy 2 for 2.52

Eton Jacket

B Nicely tailored Eton Jacket of 7-oz. denim. The cheery multicolor plaid combines all the bright colors children adore wearing. 2 patch pockets. Washable. Sanforized—won't shrink over 1%. For cute suits that can really take tough, tumble wear, mix it with other plaid or plain denims. State size 1, 2, 3, 4, 5, 6, 8x. 29G8300—Shpg. wt. 8 oz. Each \$1.49

Creepalong

C Bright multicolor plaid denim makes a hit with the tinytots! Snap-crotch creepalong makes diaper changing quick and easy. Elastic back waist for better fit. Snap suspenders with non-slip ladder back arrangement. Washable. Sanforized—maximum shrinkage 1%. State size 6, 12, or 18 mos. Shpg. wt. ea. 8 oz. 29G8407—Ea. \$1.29 Buy 2 for only 2.52

Toddlers' Denim OVERALL

E Sanforized 6-oz. navy blue denim. Snap-on suspenders crossed and bar-tacked in back. Copper-colored adjustable buckles. Bar-tacked at all strain points. 3 pockets. Wash separately. Maximum shrinkage 1%. Please state size 1, 2, 3, 4. 29G8986—Shpg. wt. ea. 8 oz. Each \$1.19 3 for only \$3.45

E
\$1.19
Each

F
Jacket
\$1.98



Tiny Tots' blue denim JACKET and CREEPALONG

E 7-oz. NAVY BLUE DENIM JACKET warmly lined with multicolor plaid cotton flannel. Sanforized—won't shrink over 1%. Wash separately. Snap fastened front—no buttons to pop off 1 pocket. Make a set. buy creepalong too. State size 6, 12, 18 mos. Wt. 7 oz. 29G8824—Jacket . \$1.98

G JEAN STYLE CREEPALONG. Sanforized 7-oz. navy blue denim. Snap-fastened crotch. Elastic back waist. Button suspenders. Stout orange stitching. Wash separately. State size 6, 12, or 18 months. Shpg. wt. each 7 oz. 29G8815—Creepalong. Each \$1.29 3 for only \$3.75

G

Creepalong \$1.29 Each

Sizes 1 to 4 Honeysuckle Ranch Style

DENIM BLUE JEANS

Cut just like "grown-ups" in real western style... with tapered legs, big turn-up cuffs

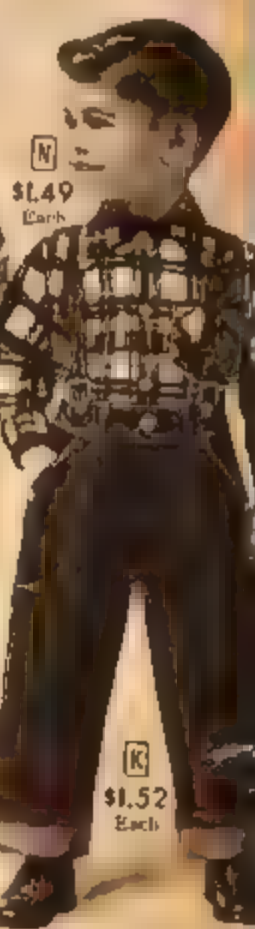
- Made of sturdy, closely woven navy blue denim
- Sanforized—won't shrink over 1% when washed
- All snap fasteners... no buttons or buttonholes
- Seams double needle stitched with contrasting thread
- Strain points reinforced with metal rivets, bar-tacking
- Made to Sears own specifications for high quality workmanship, accurate sizing, and comfortable fit



H
98c
Each



J
98c
Each



K
\$1.49
Each

H \$1.12 Each

J \$1.52 Each

K \$1.52 Each

H BOXER LONGIE. A blue jean style that's popular with both boys and girls. 7 oz navy blue denim. All around shirred elastic waist fits comfortably. Hugs shirt to keep it tucked in place. Fly front. Two big patch pockets. Wash separately. State size 1, 2, 3, 4. Shpg. wt. each 6 oz. 29G8820—Each \$1.12 Save! buy 3 for \$3.27

J GIRLS' BLUE JEAN. 8-oz. navy blue denim. Snap-on adjustable suspenders with adjustable buckles. Crossed and bar-tacked in back. Western style yoke back. 2 side pockets, 2 back pockets. Zipper side pocket. Wash separately. Please state size 1, 2, 3 or 4. Shpg. wt. each 10 oz. 29G8819—Each \$1.52 Save! buy 3 for 4.47

K BOYS' BLUE JEAN. 8-oz. navy blue denim. Zipper fly front. Western style yoke back. Snap-on detachable suspenders with adjustable buckles. Crossed and bar-tacked in back. Belt loops. 2 side pockets, 2 back pockets. Wash separately. State size 1, 2, 3, 4. Shpg. wt. each 10 oz. 29G8818—Each \$1.52 Save! buy 3 for 4.47

Include a husky, gay SHIRT in your order

L KNIT COTTON SWEATSHIRT. Warmly fleeced inside. Rib knit crew neck and cuffs. "Herman" print on front. Washable. State size 2, 3, 4. Wt. ea. 6 oz. 29G8513—Med. blue 29G8514—White. Each 98c, 3 for \$2.85

M BRIGHT PARTNER for blue jeans. Multicolor woven plaid cotton. Washable. Sanforized—won't shrink over 1%. Yoke back. 1 pocket. State size 1, 2, 3, 4. Wt. ea. 6 oz. 29G8508—Each 98c Save! buy 3 for \$2.85

N WARM COTTON FLANNEL SHIRT. Multicolor plaid. Harmonizes nicely with blue jeans. Convertible collar. chest pocket. Washable. State size 1, 2, 3, 4, 5, 6, 8x. Shpg. wt. each 7 oz. 29G8500—Ea. \$1.49 Save! buy 2 for 2.90

SIZE CHART 6 to 18 months, 1 to 4 years									
Order size	6 mos.	12 mos.	18 mos.	1	2	3	4		
Height in	24 1/2	26 1/2	27 1/2	29 1/2	31 1/2	33 1/2	34 1/2	37 1/2	40 in.
Chest in	18	19	20	21	22	23	24	25	26 in.
Weight in				22 1/2	25 1/2	29	29 1/2	34 1/2	38 lbs.

Chart for sizes 5 to 6x on opposite page.

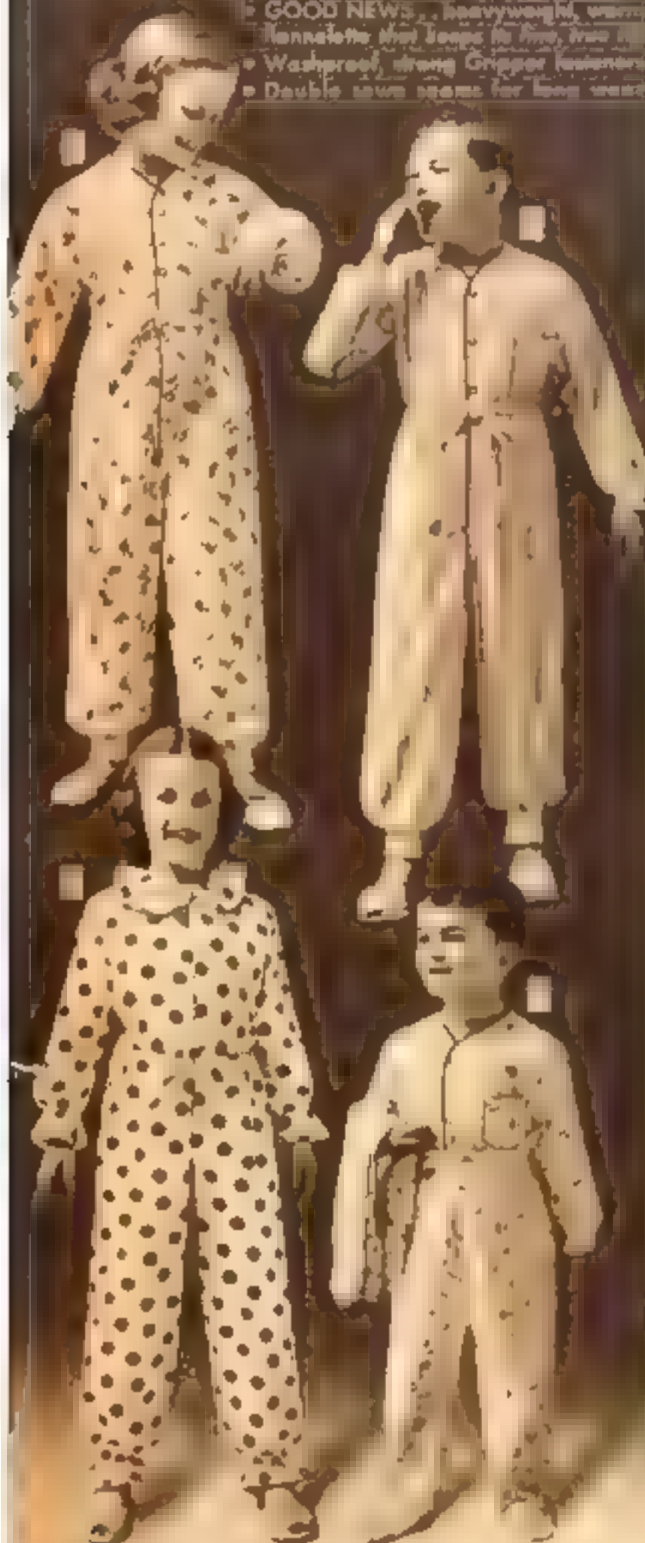
New!

SANFORIZED

won't shrink over 1%

Our Best Quality Honeysuckle FLANNELETTE SLEEPERS

- GOOD NEWS... heavyweight warm flannelette that keeps you cozy from top to toe
- Washproof strong Gripper fasteners
- Double seam seams for long wear



Our Best Flannelette Honeysuckle Sleepers 4 to 8
for boys 10... good night wear Sleepers 4 to 8

Boy's One Piece \$1.98
A long-sleeved jumpsuit with a ruffled collar and a small bow at the waist. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3179 Print on white
Each \$1.98 2 for \$3.90

Girls' One Piece \$2.25
A long-sleeved jumpsuit with a ruffled collar and a small bow at the waist. Washable. State size 4, 6, 8. Shpg. wt. ea. 12 oz.
29 G 3457 Floral
Each \$2.25 2 for \$4.42

Darling Flannelette PAJAMAS

POPULAR \$1.69
BUYER'S BOY
A long-sleeved shirt and pants. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 34 5-Print
29 G 34 6-Floral
Each \$1.69 2 for \$3.32

CARNIVAL \$1.98
COLOR DOTS
A long-sleeved shirt and pants. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3165 White
Each \$1.98 2 for \$3.90

Good Quality FLANNELETTE SLEEPERS, 1 to 8



A ONE PIECE \$1.98
NURSERY PRINT SLEEPER 4 to 8
in Sanforized cotton flannelette. Contrasting binding at neck and down front. Gripper Fasteners front. Self help drop seat front. Long belt. Rib knit cuffs, ankles. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3179 Print on white
Each \$1.98 2 for \$3.90

C BOY'S ONE PIECE \$1.98
SLEEPER IN ZIPPY
ly must be of 4 to 8 size per Sanforized cotton flannelette with contrasting color binding. Gripper Fasteners front. Long belt. Self help drop seat. Front tying belt. Rib knit cuffs at sleeves ankles. Washable. State size 4, 6, 8. Please be sure to state size
29 G 3129-Each \$1.98
Wt. ea. 10 oz. 2 for \$3.90

B JOLLY CLOWN \$1.98
STYLE SLEEPER 4 to 8
in Sanforized cotton flannelette with bright dots. Ruffled down collar, wrist, ankle cuffs. Gripper Fasteners front. Self help drop seat. Front tie. Washable. State size 4, 6, 8. Wt. ea. 11 oz.
29 G 3115-Red dots on white
Each \$1.98 2 for \$3.90

D TOY'S 2-PIECE \$1.98
SLEEPER. Floral
design on white. 2-piece Sanforized cotton flannelette. Gripper Fasteners. Contrast binding. Elastic back. Double fabric feet. Washable. State size 1, 2, 3, 4. Wt. ea. 9 oz.
29 G 3127-Each \$1.98 2 for \$3.90
3-PIECE SLEEPER two pieces.
29 G 3128-Each \$2.69 2 for \$5.30

ONE PIECE \$1.19
PAJAMA 4 to 8
Solid color. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3458-Print
29 G 3459-Floral
Each \$1.19 2 for \$2.32

ONE PIECE \$1.09
PAJAMA 4 to 8
Solid color. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3460-Print
29 G 3461-Floral
Each \$1.09 2 for \$2.12

2-PIECE \$1.39
SLEEPER 4 to 8
2-piece. Washable. State size 4, 6, 8. Shpg. wt. ea. 10 oz.
29 G 3462-Print
29 G 3463-Floral
Each \$1.39 2 for \$2.72

NURSERY \$1.49
PRINT 1 to 2
2-piece. Washable. State size 1, 2. Shpg. wt. ea. 10 oz.
29 G 3464-Print
Each \$1.49 2 for \$2.92

20... SEARS, ROEBUCK AND CO. CHICAGO



FLANNELETTE

Honeysuckle PAJAMAS

DARLING OLD FASHIONED NIGHTGOWN for a beautiful little girl. Fluffy white flannel print on white. Solid color ruffles at yoke front around neck. 2 button front yoke back. Double needle seams. Washable. Size size 2, 4, 6, 8. Shpg. wt. ea. 10 oz. 29 G 3113-Print Ea. \$1.59; 2 for \$2.12

ACCORDION PLAYING 18 by 18 in. front. Blue and white. Knit cotton pajama. White, comfortable. Matching elastic waist pants. Washable. Size size 4, 6, 8. Shpg. wt. ea. 11 oz. 29 G 3161-Blue, white 29 G 3162-Yellow, with white Each \$1.98; 2 for \$3.90

STRIPED TOP, 2 pc. \$1.98 pajama in a cozy style for boys or girls. Good quality. Washable. Knit cotton with white stripes. Elastic waist. Elastic cuffs. Washable. Size size 4, 6, 8. Shpg. wt. ea. 11 oz. 29 G 3143G-Red 29 G 3144G-Dark blue 29 G 3145G-Yellow Each \$1.98; 2 for \$3.90

FAMOUS MAKE DENTON SLEEPERS

LOW PRICED



Denton Knit COTTON SLEEPERS

Knit Cotton

BARGAIN BUY!
\$1.39

ONE PIECE FAMOUS MAKE SLEEPERS 4 to 8 in heavy quality knit. Elastic drop seat. Elastic cuffs. Elastic drop seat. Washable. Size size 4, 5, 6, 8. Wt. 14 oz. 29 G 3172-Yellow \$2.40 29 G 3173-Blue 2.40 29 G 3174-Pink 2.40

2 Pc famous make \$2.15 1 to 4 in heavy quality knit. Elastic drop seat. Elastic cuffs. Elastic drop seat. Washable. Size size 1, 2, 3, 4. Wt. 12 oz. 29 G 3169-Yellow \$2.15 29 G 3170-Blue 2.15 29 G 3171-Pink 2.15

ONE PIECE FAMOUS MAKE SLEEPERS 4 to 8 in heavy quality knit. Elastic drop seat. Elastic cuffs. Elastic drop seat. Washable. Size size 4, 5, 6, 8. Wt. 14 oz. 29 G 3172-Yellow \$2.40 29 G 3173-Blue 2.40 29 G 3174-Pink 2.40

Order by Size . . Not by Age. Measure in the Seams, see Size Chart



SHRINK-RESISTANT

KNIT COTTON SLEEPERS

SIZES
6 MOS. TO 8

ONE PIECE SLEEPERS 4 to 8 in heavy quality knit. Elastic drop seat. Elastic cuffs. Elastic drop seat. Washable. Size size 4, 5, 6, 8. Shpg. wt. ea. 15 oz. 29 G 3124-Yellow 29 G 3125-Blue 29 G 3126-Mint green Each \$1.98; 2 for \$3.90

2 Pc SLEEPERS 2-piece. Elastic drop seat. Washable. Size size 6 mos., 1, 2, 3, 4. Wt. ea. 15 oz. 29 G 3120-Yellow Ea. \$1.98 29 G 3121-Pink 2 for \$3.90 29 G 3122-Blue 29 G 3123-Lt. green 3-Pc STYLE: 2 pair of pants. Wt. ea. 1 lb. 2 oz. Size size 29 G 3116-Yellow Ea. \$2.89 29 G 3117-Pink 7 for \$5.68 29 G 3118-Blue 29 G 3119-Lt. green

WARM 2-Pc PAJAMAS 2-piece. Elastic drop seat. Elastic cuffs. Elastic drop seat. Washable. Size size 4, 6, 8. Wt. ea. 1 lb. 29 G 3158-Yellow 29 G 3159-Blue Each \$1.98; 2 for \$3.90 Also in bright red! Wash separately. Size size 29 G 3120-Bright red Each \$2.15; 2 for \$4.22

SIZE CHART FOR SIZES 6 MOS. TO 8

Order size	6 mos.	1	2	3	4	5	6	8
Height	18 in.	20	21	22	23	25	27 in.	
Weight	up to 14 lb.	15 to 20 lb.	21 to 24 lb.	25 to 28 lb.	29 to 32 lb.	33 to 36 lb.	37 to 40 lb.	41 to 45 lb.

Honeysuckle Budget Quality KNIT COTTON SLEEPERS

- Fabric fleeced on both sides
- Firm 9-thread sewn seams
- Double fabric bootie feet
- Washproof Gripper Fasteners

\$1.69 1 Pc SLEEPER 4 to 8 in our good budget quality soft and cozy. Assorted cute nursery designs on chest. Gripper Fasteners. Elastic drop seat. Double bootie feet. Washable. Size size 4, 5, 6, 8. Shpg. wt. ea. 12 oz. 29 G 3156-Yellow Ea. \$1.69 29 G 3157-Blue 2 for \$3.32 29 G 3158-Pink

\$1.69 2 Pc STYLE 2-piece. Elastic drop seat. Assorted chest designs. Washable. Size size 1, 2, 3, 4. Wt. ea. 11 oz. 29 G 3153G-Yellow Ea. \$1.69 29 G 3154G-Blue 2 for \$3.32 29 G 3171G-Mint 3-Pc STYLE: 2 pair of pants. Shpg. wt. ea. 15 oz. 29 G 3150G-Yellow Ea. \$2.29 29 G 3151G-Blue 2 for \$4.58 29 G 3174G-Mint \$4.70



OPENS PAGE 21 CHILDREN'S WEAR

SWEATERS Sizes 1 to 3 . . KNITWEAR Sizes 1 to 6

100% Nylon SWEATERS FOR TOTS

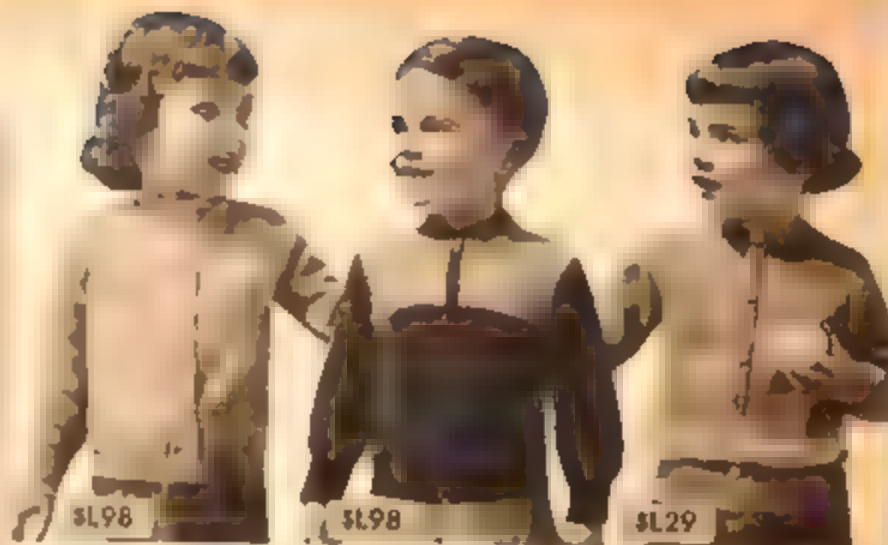
Easier to wash...longer wearing

Just swish them clean in soapy water—they'll dry in a jiffy, ready to wear. No fuss and bother of blocking!



PARTY PRETTY NYLON SWEATER with subtly embroidered floral design. Knit in patterned yoke and button border. Rib knit crew neck, cuffs, waistband. Ocean pearl buttons. Hand wash. Size: size 1, 2, 3
29 G 7870—White
29 G 7871—Yellow
29 G 7872—Light mint green
Shpg. wt. 5 oz. Each \$2.89

BOYS' OR GIRLS' NYLON CARDIGAN SWEATER in clear bright colors. Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7882—Medium green
29 G 7883—Cherry red
29 G 7884—Yellow
Shpg. wt. 5 oz. Each \$1.98



Warm, all wool CARDIGANS

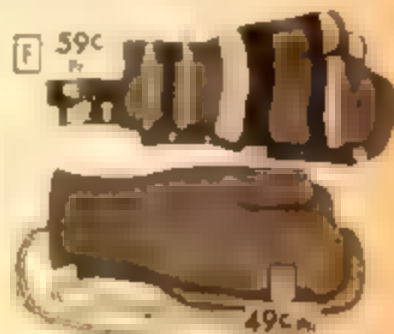
COZY ALL WOOL CARDIGAN for boy or girl. 100% wool. Knit-in patterned yoke and button border. Rib knit cuffs, waistband. Hand wash. Size: size 1, 2, 3
29 G 7867—Pink
29 G 7868—Light blue
29 G 7869—Lt. mint green
Shpg. wt. 5 oz. Each \$1.98

ZEPHYR FROM CANADA for boy or girl. 100% wool. Front and back yokes with contrasting knit pattern. Rib knit cuffs, waistband. Hand wash. Size: size 1, 2, 3
29 G 7865—Dark blue
29 G 7866—Bright red
Shpg. wt. 5 oz. Ea. \$1.98

Heavy cotton

FOUR SEASON SWEATER of heavy weight knit cotton. Fleece inside for warmth. New battle jacket style. Double rib knit crew neck cuffs, waistband. Washable. Size: size 1, 2, 3 or 4
29 G 7882—Medium green
29 G 7883—Cherry red
29 G 7884—Yellow
Shpg. wt. 6 oz. Each \$1.29

Knitwear for tiny tots sizes 6 to 18 months on page 31



Cozy Honeysuckle HATS and MITTENS . . knit to fit toddlers sizes 1 to 3 years

[A] Chubby with a bun (size 1 to 3 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7618—Red \$1.39

[B] Minkie (size 1 to 3 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7619—Navy blue
29 G 7620—Bright red
Shpg. wt. 4 oz. Each \$1.39

[C] Honey (size 1 to 3 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7621—White \$1.39

[D] Honey (size 1 to 3 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7622—Navy blue
29 G 7623—Red \$1.39

[E] Minkie (size 1 to 3 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 1, 2, 3
29 G 7624—Navy blue
29 G 7625—Red \$1.39

[F] All Wool Mitten with knit cotton lining. Elastic and 1/2" cuff at wrist. Size: size 1, 2, 3 or 4
29 G 7606—Red
29 G 7607—Navy blue
Shpg. wt. pr. 1 oz. 1 59c 2 pr. \$1.2

[G] All Wool Mitten with knit cotton lining. Elastic and 1/2" cuff at wrist. Size: size 1, 2, 3 or 4
29 G 7608—Red
29 G 7609—Navy blue
Shpg. wt. pr. 1 oz. 1 59c 2 pr. \$1.2



Snug, becoming HATS . . warm GLOVES and MITTENS . . for youngsters sizes 3 to 6

[A] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7626—Navy blue
29 G 7627—Red \$1.39

[B] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7628—Navy blue
29 G 7629—Red \$1.39

[C] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7630—Navy blue
29 G 7631—Red \$1.39

[D] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7632—Navy blue
29 G 7633—Red \$1.39

[E] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7634—Navy blue
29 G 7635—Red \$1.39

[F] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7636—Navy blue
29 G 7637—Red \$1.39

[G] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7638—Navy blue
29 G 7639—Red \$1.39

[H] Honey (size 3 to 6 years). Knit in patterned yoke and button border. Rib knit crew neck, cuffs and waistband. Hand wash. Dries quickly, doesn't need blocking. Size: size 3, 4, 5, 6
29 G 7640—Navy blue
29 G 7641—Red \$1.39

Order size	1	2	3
Age	12-18 mos.	18-24 mos.	2-3 yrs.
H chest is	20"	21"	22"

*NOTE: Small fits up to 3, medium, size 4 large, size 6. Hand wash separately.



Boys' 3-piece COAT SETS . . Sizes 1 to 4

Handsome Donegal
Tweed, 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 12 oz.
29 G 7330—Blue tweed
29 G 7331—Brown
tweed. 3-piece set \$9.95

Shiraz check or
plaid. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 12 oz.
29 G 7344—Brown and
white check. Set \$12.95

Fine 100% wool
check. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 12 oz.
29 G 7345—Tan
29 G 7346—Dk brown
Sling wt. 3 lbs. \$16.95

100% wool tan check
10% rayon, 23% wool,
67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 3 lbs. 4 oz.
29 G 7329—3-piece
set. \$16.95

MAGIC-GROW COAT SETS . . .

Proportioned to fit now . .
"GROW" for second season's wear

Just release the MAGIC GROW hems in coat, sleeve, slacks
Press, and the set is ready to wear . . though tot's grown inches

Wee fashion leader in cheery
red, green plaid 50% wool,
50% rayon. Green cotton vel-
vet back Ray-
on lined hooded
jacket with ad-
justable sus-
pender. Match-
ing hat. MAGIC
GROW hems. Please be sure to
date size 2, 3, 4. Sling
weight 3 pounds.
29 G 7335—Gold Set \$14.95
29 G 7336—Red Set \$18.95



Beautifully styled 3-piece Honeysuckle COAT SETS for girls

Snuggly smooth fleece of 75%
wool, 25% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz. Set \$7.95

Cuddly 100% wool
check. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz.
29 G 7317—Aqua blue
29 G 7318—Red Set \$10.95

100% wool
check. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz.
29 G 7307 Set \$12.95

100% wool
check. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz.
29 G 7319—Green
29 G 7320—Red
Wt. 3 lbs. \$12.95

Toasty 100% virgin wool
plaid. 10% rayon, 23%
wool, 67% cotton. Hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz.
29 G 7325—Red
29 G 7326—Medium blue
Wt. 3 lbs. 14 oz. Set \$14.95

She'll look sweet as the
Sunny Plum Fairy in this
beautiful cotton velveteen
set. Rayon lined hooded
jacket with 2 button
closures. Matching
trousers. Hat with
drawstring. 3-piece
set. Size 1 to 4.
Sling wt. 2 lbs. 14 oz.
29 G 7327—Royal blue. Set
29 G 7328—Wine \$16.95

SIZE CHART FOR SIZES 1 TO 4

Order size	1	2	3	4
If height is	29 1/2"	31 1/2"	33 1/2"	35 1/2"
If chest is	20"	22"	24"	26"
If weight is	27 lbs.	29 lbs.	31 lbs.	33 lbs.
Coat length	4"	7"	8"	9"

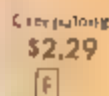
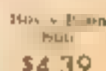
All Slacks have elastic ankle straps
*Tintex: 100% wool pile on cotton backing

- Bonnie new styles for your little lads and lassies
- Practical multicolor plaid, shows soil less quickly
- Sears finest pinwale corduroy... specification-made for proper fit and highest quality workmanship



Now that I am a

4. The first three groups are the most common, but the
 5. 4th group is the most common. The 5th group is the
 6. 6th group is the most common. The 7th group is the



29 C 3325 147152 49
Buy 2 for 4.68

29 G 8526 22 49
base bus 2 for 4 4

29 G 8527

29 G 632004 Plaid

20 G 8529M Plaid

[F] Fleece Lined Boy Chaperona. A gray
fleece lined boy chaperona. Long sleeves
with ribbed cuffs. Ribbed waistband. Machine
washable. **Size 6-14. \$4.99.**

29 G-8472—Wt. set 12 or 14. \$4.49

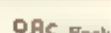
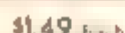
G JACKET AND CHAPERONA. SET Classic
double breasted jacket with two rows of
gray white buttons. Raglan sleeves. Ribbed
collar, cuffs and waistband. Machine washable.

29 G-8473—Wt. set 12 or 14. \$4.99

[H] SPORT SWEAT. M. & boy. Ribbed
sleeves and cuffs. Machine washable.

Wash separately. Size 6-14. \$4.99.

29 G-8474—Wt. set 12 or 14. \$4.99



Sharp-looking SPORT SHIRTS in Toddlers' Sizes

New Cardigan Style SHIRTS

Order only one size to serve 100 people.
Shipping wt for 3 1 lb. 1

29 G 8505 29 G 8506
P. 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

29 G 054 ... 2 for 2 90

weight each 5 oz.
29 G 4525—Each 98¢. 3 for \$2.85

29 G 6302 - *Ma. - (unlabeled) plain*
29 G 6303 - *Yellow zanthoxylum plain*
Each \$1.20 - *Some have 3 line \$1.75*

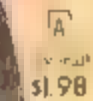
SIZE CHART
1 to 4 Years

Order size	1	2	3	4
	1	2	3	4

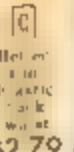
SIZE SCALE FOR SIZES 6 TO 18 MONTHS				
Order size	6 mos	12 mos	18 mos	
	4	27	29	28

WASHABLE CORD
Tub them right with the rest of your laundry - washing light colors with light colors, and darks with darks. Top quality pinwale corduroy Specification-made for better fit and longer wear.

WASHABLE CORD
Tub them right with the rest of your laundry - washing light colors with light colors, and darks with darks. Top quality pinwale corduroy Specification-made for better fit and longer wear.



\$1.98



270



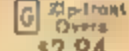
\$4.98



\$2.59



Overall
\$2.29



G Zip-It and
Overs
#204

Seat drops without removing suspenders
Child can snap it open and close by itself
makes training an easier job for mother

Seat drops without removing suspenders
Child can snap it open and close by itself
makes training an easier job for mother

29 G 8521 Med blue
29 G 8522 Brown
121 \$294, 2 for \$570



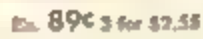
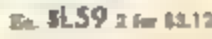
Hour 65 C in



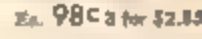
File # **55c** **East Bay**
 # **55c** **East Bay**



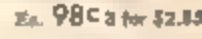
Eq. \$109 \pm\$ for \$3.15\$

**Est. 89¢ 3 for \$2.55**

Est. 5459 2 for \$3.12



Ex. 98C a for \$2.15



Ex. 98C a for \$2.15

SWEAT SHIRT

Rusty on knees, all
 Suggested for warm
 R. a. k. s. w. e. r. k. e. f. e.
 Colorful at do
 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
 29 G-6514. White
 29 G-6513. Medium blue
 Eac 98c 3 for \$2.85

Rayon and Cotton
SATIN TWILL

- Water repellent
- New longer jacket



\$11.95

- Knit cuffs
- Flame lined sleeves

It needed surgical length
zip front jacket has the

AND HOMER STYLE HATS
29 G 7416—Bright red
29 G 7417—Dark green

BOYS' 1 PIECE SNOW SUIT
AND HELMET STYLE HAT
29 G 7418 Dark green
29 G 74 9 Brown
Snow suit Hat \$11.95

Nylon

WASHABLE! Save
the expense
of dry cleaning

Warmth plus rugged &
reliability. Strong nylon,
tongue lined with 15-
mil acetate. Buckle

32. $\frac{1}{2} \log_2 \frac{1}{2} = -\frac{1}{2} \log_2 2 = -\frac{1}{2} \cdot 1 = -\frac{1}{2}$
 33. $\frac{1}{2} \log_2 \frac{1}{2} = -\frac{1}{2} \log_2 2 = -\frac{1}{2} \cdot 1 = -\frac{1}{2}$
 34. $\frac{1}{2} \log_2 \frac{1}{2} = -\frac{1}{2} \log_2 2 = -\frac{1}{2} \cdot 1 = -\frac{1}{2}$
 35. $\frac{1}{2} \log_2 \frac{1}{2} = -\frac{1}{2} \log_2 2 = -\frac{1}{2} \cdot 1 = -\frac{1}{2}$
 36. $\frac{1}{2} \log_2 \frac{1}{2} = -\frac{1}{2} \log_2 2 = -\frac{1}{2} \cdot 1 = -\frac{1}{2}$

PL 100-692

Knit cap

GIRLS SLIT AND HAT
29 G 7403 Bright red
 with royal blue trim
29 G 7404 **AT**
 \$9.95
29 G 7405 **H**
29 G 7406
 \$9.95

26. SEARS, ROEBUCK AND CO. &



Girls' water-repellent Honeysuckle SNOW SUITS, MATCHING HATS

4 Shpg. wt 2 lbs.
29G7401 Medium blue
29G7403 Bright red
1-piece oak \$3.95

2 lbs. 12 oz.
29 G 7472- Mod green
29 G 7473 Br. gr. &
Salt and Her. 20 oz.

100% reproduced wood
 Sh. 2 1/2 in. diam. 12 ft.
 diam. 2 1/2 in. 12 ft.
 Sh. 2 1/2 in. 12 ft.
 2797401 Reconstructed
 solid. Sh. 1 1/2 in. 12 ft.

3907407-Brown, w. blue
 check lining, wt. 3 lbs.
 Sult, Bonnet \$12.95



Sturdy, water-repellent SNOW SUITS designed for active boys

[illegible]

29 G 7438-4, con p 45
29 G 7439-10, p 45
29 G 7439-11, p 45

[illegible][illegible]

* 100% wool pile on tulleon back (78% of total fabric)

Resembles maulan dyed lamp. See chart on page 29

YOU NAME IT . . WE'LL PRINT IT!

Your name, the name of your school, camp, club or town . . .
your street address or phone number . . anything you want printed!

ANY LETTER IN THE ALPHABET . . ANY NUMERAL

One or two lines (depending on the item) printed in brilliant, washable color on anything on this page. Only limit is 11 letters per line* (count space between words as one letter)

YOUNGSTERS LOVE THEM!



PLEASE NOTE: Print clearly. German (G), (GL), (K) and (L) allow room for only one line of print. Sent postpaid from Chicago. Sorry no C.O.D.s

A HONETUCKLE 2-PC. PAJAMAS in soft combed cotton knit. White top has contrast pastel ribbing to match print. Elastic waist pants with rib kn. side cuffs. Washable. Print letters in blue or red. Size 4 to 8. 129GR3185GF White-blue 29GR3428GF 3 1/2 for \$1.98. 2 for \$3.88

B FLUFFY COTTON TERRY CLOTH ROBE with double breasted front buttons either way for boy or girl. Wonderfully absorbent after bath or swim. Bathrobe length with double elastic collar all around self material belt front pocket and your choice of printing on back. Washable. Print letters to be printed. State size 3, 4, 5, 6, 7. 129GR1576F—White 129GR1577F—Yellow See Size Chart Pg. 24. Ship wt ea. 1 lb. 4 oz. Ea. \$1.95

C TOTS' SWEET DRESS AND MATCHING PANTS in soft combed cotton knit. 1 to 4. Letter will be printed on yoke front. One 6 to 18 mos. line only. Full on back. Elastic at waist back or front. Elastic at ankle. Print letters to be printed. State size 6, 12, 18 mos. Ship wt ea. 1 lb. 4 oz. 129GR6025F Yellow 29GR6026F Mint green See Size Chart Page 30. Each \$1.98. 2 for \$3.88

D 1/2 SIZE 1 TO 4 WHITE POLO SHIRT in short or long sleeve styles. Combed cotton, easy on 1-button shoulder. Printing in red. Washable. Print lettering desired. State size 1, 2, 3, 4. Wt. ea. 5 oz. See Size Chart Pg. 24. 129GR855F Short sleeves 129GR8550F—Long sleeves Each 98c 3 for \$2.85 Each \$1.09 3 for \$3.00

E 1/2 SIZE 1 TO 6X POLO SHIRT in both short or long sleeve styles. Soft combed cotton with 1-button neck for better fit. Washable. Print lettering desired. State size 3, 4, 5, 6, 8. Ship wt. ea. 6 oz. See Size Chart Pg. 8. Short Sleeve Style 129GR4773F—Yellow 129GR4774F—White Each \$1.09 3 for \$3.00 Long Sleeve Style 129GR4771F—Yellow 129GR4772F—White Each \$1.10 3 for \$3.30

F 1/2 SIZE 1 TO 4 COAT SWEATER in short or long sleeve styles. Soft combed cotton with 1-button neck. Buttons and trim in red. 7 letters only to line, 1 or 2 lines. Washable. Print letters desired. State size 2, 3, 4, 5. See Size Chart Page 24. 129GR7771F—Lt. blue 129GR7772F—Mint green (pastel) 29GR7773F—Yellow Wt. ea. 6 oz. Ea. \$1.69 2 for \$3.30

G ONE-PIECE TRAINING PANTS in 1/2 size. One line only printed on side. Soft combed cotton. Elastic waist and ankle. Washable. Print letters desired. State size 3, 4. See chart pg. 43. 129GR8708F White Wt. ea. 3 lb. 6 oz. 3 for \$1.44; 6 for \$2.76

H SET OF THREE FLUFFY WHITE TERRY CLOTH BIES with 1 or 2 lines of whatever you choose brightly printed on. Generous 1/2 x 12-inch size. White binding, ties. Washable. Order several extra sets for gifts. Print letters desired. 129GR5222F—White Ship wt. 6 oz. for 3 3 for \$1.69

I WHITE POLO SHIRTS 1/2 SIZE 6 TO 12. Men's short or long sleeves. Soft combed cotton. 1-button shoulder. Red letters. Washable. State letters desired. State size 6, 12, 18 mos. See Size Chart pg. 33. Wt. ea. 4 oz. 129GR8444F—Short sleeves 129GR8443F—Long sleeves Each 98c 1 for \$2.85 Each \$1.09 3 for \$3.00

J COMFY CREEP-ALONG in Sanforized cotton twill. One line only screen printed in Navy blue on self-lined bib. Non-slip 6 to 18 mos. suspenders. Adjustable buttons at bib. Full elastic back. Snap crotch for quick changes. Washable. State letters desired. State size 6, 12, 18 mos. Wt. ea. 7 oz. 129GR6462F Medium blue 129GR6463F Yellow See Size Chart page 33. Each \$1.98 2 for \$3.88

K 1/2 SIZE SANFORIZED COTTON TWEED OVERALL sturdy easy fitting won't shrink over 1%. One line only printed in navy blue or self-lined bib front. Full elastic waist back. Two big pockets. Washable. State letters desired to be printed. State size 1, 2, 3, 4. 29GR6548F Medium blue 29GR6549F Red Wt. ea. 8 oz. See Size Chart Pg. 24. Each \$1.98 2 for \$3.88

These make wonderful Christmas gifts

order early for all the youngsters on your shopping list!

PAGE 27 CHILDREN'S WEAR

ROBES You Can Wash!



\$2.84

\$1.98

\$2.98

\$2.39

\$1.98

Fluffy and Cuddlesome Chenille Robes 1 to 3

OUR BEST QUALITY cotton chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 3. Shipping weight 1 lb. 3 oz.

29 G 7903 Med. green \$2.84
29 G 7904 Medium blue 2.84
29 G 7905 Yellow 2.84

OUR GOOD QUALITY cotton chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 3. Shipping weight 1 lb. 3 oz.

29 G 7903 Med. green \$2.84
29 G 7904 Medium blue 2.84
29 G 7905 Yellow 2.84

It's Gift-Boxed!

OUR BEST QUALITY cotton chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 3. Shipping weight 1 lb. 3 oz.

29 G 7903 Med. green \$2.84
29 G 7904 Medium blue 2.84
29 G 7905 Yellow 2.84

Warm and Tailored Robes for Tots

OUR BEST QUALITY cotton chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 3. Shipping weight 1 lb. 3 oz.

29 G 7903 Med. green \$2.84
29 G 7904 Medium blue 2.84
29 G 7905 Yellow 2.84

OUR BEST QUALITY cotton chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 3. Shipping weight 1 lb. 3 oz.



Our Best Chenille! Closely tufted with the look of rich corduroy.

\$3.98

CHENILLE dries fluffy as new...
NO IRONING!



\$2.98



\$1.98



\$4.69



\$3.44

Pretty Pin Point Chenille Robes with Colorful Designs Sizes 1 to 6x

OUR BEST QUALITY cotton pin point chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 6x. Shipping weight 1 lb. 3 oz.

29 G 1570—Aqua (blue-green) \$2.98
29 G 1572—Medium blue 2.98
29 G 1573—Yellow 2.98

OUR GOOD QUALITY cotton pin point chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 6x. Shipping weight 1 lb. 3 oz.

29 G 1570—Aqua (blue-green) \$2.98
29 G 1572—Medium blue 2.98
29 G 1573—Yellow 2.98

OUR THIRD QUALITY cotton pin point chenille robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 6x. Shipping weight 1 lb. 3 oz.

29 G 1570—Aqua (blue-green) \$2.98
29 G 1572—Medium blue 2.98
29 G 1573—Yellow 2.98

ROBE SIZE CHART
SIZES 1 to 6x

Quilted Percale

OUR BEST QUALITY cotton quilted percale robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 6x. Shipping weight 1 lb. 3 oz.

29 G 1574—Medium blue \$4.69
29 G 1575—Aqua blue, gold 4.69

New "Ind on" Design

OUR BEST QUALITY cotton "Ind on" design robes with the look of rich corduroy. Washable. Machine washable. Dry clean. Size 1 to 6x. Shipping weight 1 lb. 3 oz.

29 G 1576—Multicolor print \$3.44

27A... SEARS, ROEBUCK AND CO.

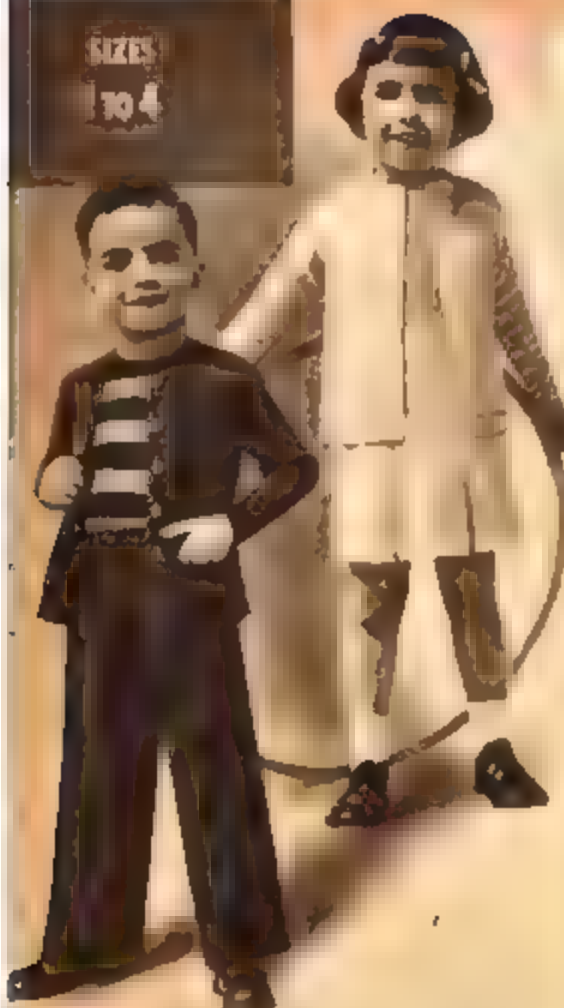
SIZES
1 to 4

Color-Mates

Matchable COTTON KNITWEAR

Mix 'em match 'em... each color and style designed to go with all the others. Sears specification-made for fine workmanship, accurate sizing. Full cut—won't stretch or shrink out of shape. Knit of lustrous Durene® mercerized cotton. Special dyes keep colors bright. **WASHFAST** (wash red and navy separately). **NEED NO IRONING**

* REG. U.S. PAT. OFF.



Just two of many darling COLOR-MATE outfits you can assemble!



A BOXER LONGIE. All around elastic waist. Easy to pull on. Fits snugly. Makes a variety of outfits for a girl or boy who needs with C-D-E-F-G-H-I-MAT. Colors are: red, yellow, pink, blue, white. State size 1, 2, 3, 4. Wt. ea. 6 oz. 29 G 6960M—each 94c 2 for \$1.92

C BID-POP SKIRT with non-slip suspenders. Keeps blouse or shirt neatly in place. Elastic back waist. 2 front pleats. Match with polo shirts and a cardigan. State color red, yellow, medium blue, pink. State size 1, 2, 3, or 4. Wt. each 5 oz. 29 G 6961M—each \$1.38 2 for \$2.76

B OVERALLS with non-slip ladder back suspenders. Elastic back waist for a comfortable fit. Match with polo shirts or cardigan. State color red, medium blue, yellow, pink. State size 1, 2, 3, 4. Shpg. wt. each 7 oz. 29 G 6962M—each \$1.79, 2 for \$3.46

D HEAVY RIB KNIT CARDIGAN SWEATER. Comfortable for a year-around wear. Crew neck, two pockets. State color red, medium blue, yellow, pink, or navy blue. Please state size 1, 2, 3, or 4. Shpg. wt. for each 6 oz. 29 G 6960M—each \$1.89 2 for \$3.72

E COLOR-MATE ANKLETS. Reinforced heels and toes. Seamless cuffs. The finishing touch for a sharp-looking outfit. State size 4, 4½, 5, 5½, 6, 6½, 7, 7½. Shpg. wt. each 1 oz. 29 G 589 M—white 1 pink 1 cream 29 G 5897M—1 med blue, 1 red, 1 white Pkg. of 3 one size 79c 2 pgs \$1.55

F BLAZER STRIPED COLOR MATE ANKLETS. Reinforced heels and toes. Seamless cuffs. State size 4, 4½, 5, 5½, 6, 6½, 7, 7½. Shpg. wt. for 3, 5 oz. 29 G 5893M—1 yellow, 1 pink, 1 med blue 29 G 5894M—1 Navy blue, 1 red, 1 yellow Pkg. of 3 one size 89c 2 pgs \$1.75

G SOLID COLOR POLO SHIRTS with a shape retaining crew neck. 2-button shoulder. Shpg. weight over yongstet's head. Wear with matching pair of contrasting Color-Mate. State size 1, 2, 3, or 4. Shpg. wt. each 6 oz. 29 G 6964M Long sleeve Each \$1.19 3 for \$3.46 29 G 6959M Short sleeve Each \$1.04 3 for \$2.94

H HANDSOMELY STRIPED POLO SHIRTS. 2-button shoulder style. Reinforced crew necks. Shape retaining. Wear with matching pair of contrasting Color-Mate. State color navy blue, pink, medium blue, red, yellow. State size 1, 2, 3, 4. 29 G 6963M Long sleeve Shpg. wt. each 6 oz. Each \$1.19 3 for \$3.46 29 G 6958M Short sleeve Shpg. wt. each 5 oz. Each \$1.04, 3 for \$2.94

Party-best SUITS in sporty new styles

Smooth fitting and carefully constructed



J CASUAL SUIT of multi-color. A warm blend of 55% wool, 45% rayon. Contrast raglan wool front of solid color navy blue. A perky little outfit for boy or girl. Zipper front jacket with 2 looser pockets. Boxer longie with shirred elastic waist, neat cuffs. Dry clean. Please state correct size 1, 2, 3, or 4. Shipping weight 15 oz. 29 G 8531—2 pc. suit \$4.93

K Sure to make a hit with modern merino tops. Warm knit combed cotton polo shirt with a rocket ship screen print. Rib knit neck and 2-button shoulder. Sent in zip cotton twill. Under with a seamless elastic back waist 2 tie pockets. Won't shrink over 1%. Washable. Please state size 1, 2, 3, 4. Shipping weight 11 oz. 29 G 8532—Navy blue 29 G 8533—Brown Suit \$2.98

L JAUNTY NEW TODDLER SUIT. Knit cotton plaid front looks just like a sweater vestee. Collar back and sleeves of shirt are warm white interlock knit combed cotton. Interlock knit combed cotton shorts button to shirt. Wash separately. Please state size 1, 2, 3, 4. Shpg. wt. suit 9 oz. 29 G 8534—Navy blue 29 G 8535—Brown Suit \$1.79 2 Suits \$3.50

M 3-PIECE SET of extra heavy weight knit cotton. Houndstooth check suspender shorts and Elton style jacket. White interlock knit polo shirt trimmed to match. Shirt has 2 button shoulder for dressing ease. Elastic back waist on shorts. Wash separately. State size 1, 2, 3, 4. 29 G 8536—Brown and white 29 G 8537—Green and white Shpg. wt 11 oz. set \$2.98





\$3.98 \$1.98 \$3.98 \$1.49

SIZES 1 TO 4 HONEYSUCKLE TOGS... built for rugged activity

REAL TEXAS MADE WESTERN SUIT Lavishly embroidered cotton broadcloth shirt. Western pockets. Cotton cover pants. Belted front, elastic back waist. Washable. Sanforized. *State size 1, 2, 3, 4.* 29 G 6821—Red, blue. 29 G 6822—2-tone green. Shpg. wt. 11 oz. \$3.98

COTTON TWILL JODHPURS for boy or girl. Sanforized—won't shrink over 1%. Button suspenders, belt loops. Tots love 'em. Med. blue washfast, wash red separately. *State size 1, 2, 3, 4.* Shpg. wt. ea. 8 oz. 29 G 6874—Red. 29 G 6879—Med. um. blue. Each \$1.98, 2 for \$3.68

SANFORIZED COTTON TWILL JODHPURS for boy or girl. Zipper front jacket has stitched down belt in back. Fly front jodhpur has suspenders, belt loops, 2 pockets. Tan washfast, wash red separately. *State size 1, 2, 3, 4.* Wt. ea. 14 oz. 29 G 6538—Light tan. 29 G 6539—Red. \$3.98

LONGIE of Glen plaid cotton quilting. Sanforized—won't shrink over 1%. Belted front, elastic back waist. Adjustable buckle belt loops. Cuffs. Washable. *State size 1, 2, 3, 4.* Shpg. wt. 8 oz. 29 G 6739—Brown. 29 G 6740—Blue. Each \$1.49, 2 for \$2.90



\$1.39 \$1.29 \$1.39 \$1.98

Practical Cotton PLAYSUITS

CHECKER COTTON PERCALE SUIT a wise choice for your little girl's playtime. Dainty embroidered trim. Button back and drop seat. Full cut for a roomy fit. Tie rash. Neat white piping. Washable. *State size 1, 2, 3.* Shipping weight each 6 oz. 29 G 6824—Red check. 29 G 6825—Blue check. Each \$1.39, 2 for \$2.72

STURDY PLAYSUIT of cotton chambray. Seams double stitched for added strength. Convenient button-front drop-seat style. Bright red bottoms, stitching and piping. Washable. *Please state size 1, 2, 3, or 4.* Shipping weight each 8 oz. Why not order two and save? 29 G 6839—Medium blue. Each \$1.29, 2 for \$2.52

OVERALLS—all-time favorites

ATTRACTIVELY EMBROIDERED OVERALL of Sanforized cotton twill. Won't shrink over 1%. Adjustable buckle suspenders. Elastic back waist for a snug fit. Snap side pockets. Washable. *State size 1, 2, 3, 4.* Wt. ea. 8 oz. 29 G 6850—Medium blue. 29 G 6851—Red. Each \$1.39, 2 for \$2.72

ZIP FRONT OVERALL makes dressing quick and easy. Sanforized cotton gabardine. Adjustable buckle suspenders with snap fasteners. Elastic back waist. Washfast. *State size 1, 2, 3, 4.* Shipping weight each 13 oz. 29 G 6850—Medium blue. 29 G 6851—Gray. Each \$1.98, 2 for \$3.88

Rayon Gabardine CASUAL SUIT

Guaranteed washable
Maximum shrinkage 3%

SHARP LITTLE RAYON GABARDINE SUIT Saves cleaning bills—it's washable! Jacket has zipper front, loafer pockets. Contrasting collar, yoke, sleeves. Boxer longies have a shirred elastic waist. Fly front. Neatly cuffed. Boas. *Please state correct size 1, 2, 3, or 4.* Shipping weight 1 lb. 29 G 6709—Brown with tan. *Su:* \$3.98. 29 G 6710—Royal blue with gray. \$3.98

RAYON SUIT Wool front

CASUAL SUIT features contrasting 100% wool front. Jacket back collar, and sleeves of rayon gabardine. Rayon lined. Matching boxer longie with 7 pockets. Fly front, cuffs. Dry clean. *Please state size 1, 2, 3, 4.* Shipping wt. 14 oz. 29 G 6342—Navy blue. 29 G 6343—Brown. 2 piece suit. \$4.77



Suit \$4.77

Lined OVERALL and SHIRT Set

FADED BLUE DENIM OVERALL, warmly lined with multicolor plaid cotton flannel. Matching cotton flannel shirt. Overall has elastic back waist, button suspenders and side pockets. Washable. Sanforized—won't shrink over 1%. *State size 1, 2, 3, 4.* Shpg. wt. 15 oz. 29 G 6344—Set \$2.98



Over All, Shirt Set \$2.98

Flight Suit \$2.98

Comfortable FLIGHT SUIT

SANFORIZED COTTON TWILL. Won't shrink over 1%. Pullover jacket has rib knit cuffs and waist hugging bottom. Gaucho style collar. Boxer longies with shirred elastic waist. 2 pockets, neat cuffs. Washable. *State size 1, 2, 3, 4.* Shpg. wt. 8 oz. 29 G 6546—Med. blue. 29 G 6547—Brown. 2-piece suit. \$2.98

PACKAGE SAVING!

SANFORIZED COTTON OVERALLS. Less than \$1.00 each. All have elastic back waist, button suspenders, 1 pocket. One brown cotton twill, one multicolor plaid denim, one navy blue denim. Wash separately. *Please state correct size 1, 2, 3, 4.* Order package of 3, one size. Shipping weight for three, 15 oz. 29 G 6545—3 for \$2.99

3 for \$2.99



Measure to be sure

SIZE CHART FOR SIZES 1 to 4

Order size...	1	2	3	4
If height is...	29 1/2 - 31	31 1/2 - 34	34 1/2 - 37	37 1/2 - 40 in.
If chest is...	20	21	22	23 in.
If weight is...	22 1/2 - 25	25 1/2 - 29	29 1/2 - 34	34 1/2 - 38 lb.

Sizes 6 to 18 Months

Nylon

SNOW SUITS

- Soft surles clean
- Warmly lined with
- Earron (acetate) fleece
- 2 long zipper down front for dressing ease

A Wonderful snowsuit for men, suits men, (M)
nylon with Estrene acetate
fleece lining. Water repel-
lent. 2 zippers for double
closure. ~~40-44~~ 40-44 44-48 48-52 52-56
around neck 50" ~~40-44~~
50% wool knit cuffs. Elas-
tic at waist. ~~40-44~~ 44-48 48-52
able fit. Hand wash. ~~40-44~~
rnr 6 12 18 mo. Shipping
weight 1 lb. 11 oz.

ROY'S SHIRT AND HELMET
29 G 7156—Medium blue
29 G 7157—Red \$7.95

6. MLE' SUIT AND BOUNNET
29 G 7135—Medium blue
29 G 7134—Yellow. EP 44

Lustrous Etron
"SPEED-APART"

Q Quick, easy to clip on baby 1 extra long zipper curve from neck line down sides. Water-resistant fabric acetate w/ wadded cotton and rayon fleece lining. Knit trim cuffs. Attractive embroidery on front panel. Matching bonnet w/ wadded chin. Dry clean. Size inf & 12 yrs. mod. Shag wt. 1 lb 2 oz.

29 G 7152 Lt. mint green
29 G 7153 Med. blue
29 G 7154 Yellow \$7.95

Rayon, Cotton
SATIN TWILL

19 G 7149 - Medium blue
19 G 7149 - Red \$4.95

**NEW LOW
PRICE!**

D Lustrous acetate available at this price and new low price Rayon and cotton fleece lined. Water repellent. 2½" for 50% cotton, 30% rayon knit cuffs to keep out winter winds. Elasticized waist for comfortable fit. Matching hat. Dry clean. Please note size 6, 12 & 14 shown. Shipping weight 1 lb.

29 G 7146—Bright red

29 G 7147—Medium blue

Suit and hat \$4.95



3-PIECE COAT SETS with becoming bonnets, warm leggings

All Wool with suede
leather collar. W. e
leather trim. Silver sat
in a ribbed, elasticated
net underlined. Pressed
and ~~ironed~~ inverted
black pleat. 1/2" x
kashmir lined leggings.
Adjustable suspenders
and zippers. Size 10
to 12. R. 0. 0. 0. 0.
29G7081 Medium blue
29G7082 Dusty pink
Wt 2 lbs. 5 oz \$12.95

[illegible]

SEEDS LIKE FLECK
 of 75% nylon, 25%
 wool on cotton back on.
 Pretty white dunny fur
 edges. ~~Small~~ and thick
 a ~~lot~~ ~~lot~~ of ~~it~~ ~~it~~
 fluster there and be
 lined leggings have ar
 too thin and color a
 little spotty. ~~Value~~ ~~high~~
 12 \$8 most in
 29 Q 7010 - Pink
 29 Q 7020 - 1/2 u the
 29 Q 7030 - 1/2 u the

Our Lowest Prices
Set 75% rayon, 25%
wool on cotton back
egg - Super - 1/2 size
plaid - extra - 1/2
colored - 1/2 size - 1/2
flashed - 1/2 size - 1/2
blue - egg - 1/2 size - 1/2
adjustable suspenders, slip-
per socks. *State also*
6 1/2 1/2 1/2 1/2 1/2
29 G 7017 - Pink
29 G 7018 - Light blue
Shoe, wt 1 lbs \$4.95



2-pc. "Outdoor" SUITS with HATS

26G7124-Yellow
26G7125-1x blue \$10.95

SALES ASSISTANT
WILLIAM WAGNER
Excellent Zipper front
jacket. 50% (100%
50) TAYLOR MADE
band, cuffs. Ski pants
with all around elastic
waist Matching hat
Rayon and cotton
 fleece lined. Dry clean
size 6 2 80000
29 G 7150 Lt green
29 G 7151 Med blue
short wt 1 lb 14.98

"Little Soffie"

keeps baby warm indoors or out-of-doors. Softly fleeced 75% acetate, 25% cotton. 3 buttons on each shoulder. Rib knit cuffs. Neck waistband. Elastic waist. Up-style pants. Hand wash separately. *State*

24 6 12 5 702
29 G 7 24 Yellow
29 G 7 12 Lt blue
29 G 7 13 Lt mint
green Wt 13 oz. \$2.39

Corduroy HATS

LITTLE BOYS' PINWALK
corduroy hat Ties under
chin. Contrasting piping,
embroidered band.
Rayon lined. *State head*
size 12, 13, 14, 15 in.
29G7643 Medium blue
Shug. wt. 4 oz. \$1 09

SWEET PEAS HUNTER
with white bunny fur
edging. Pinwalk cordu-
roy Rayon lined. *State*
head size 13, 14, 15 in.
WT. 4 oz.
29 G 7601-Lt. blue
29 G 7600-Pink \$1 49

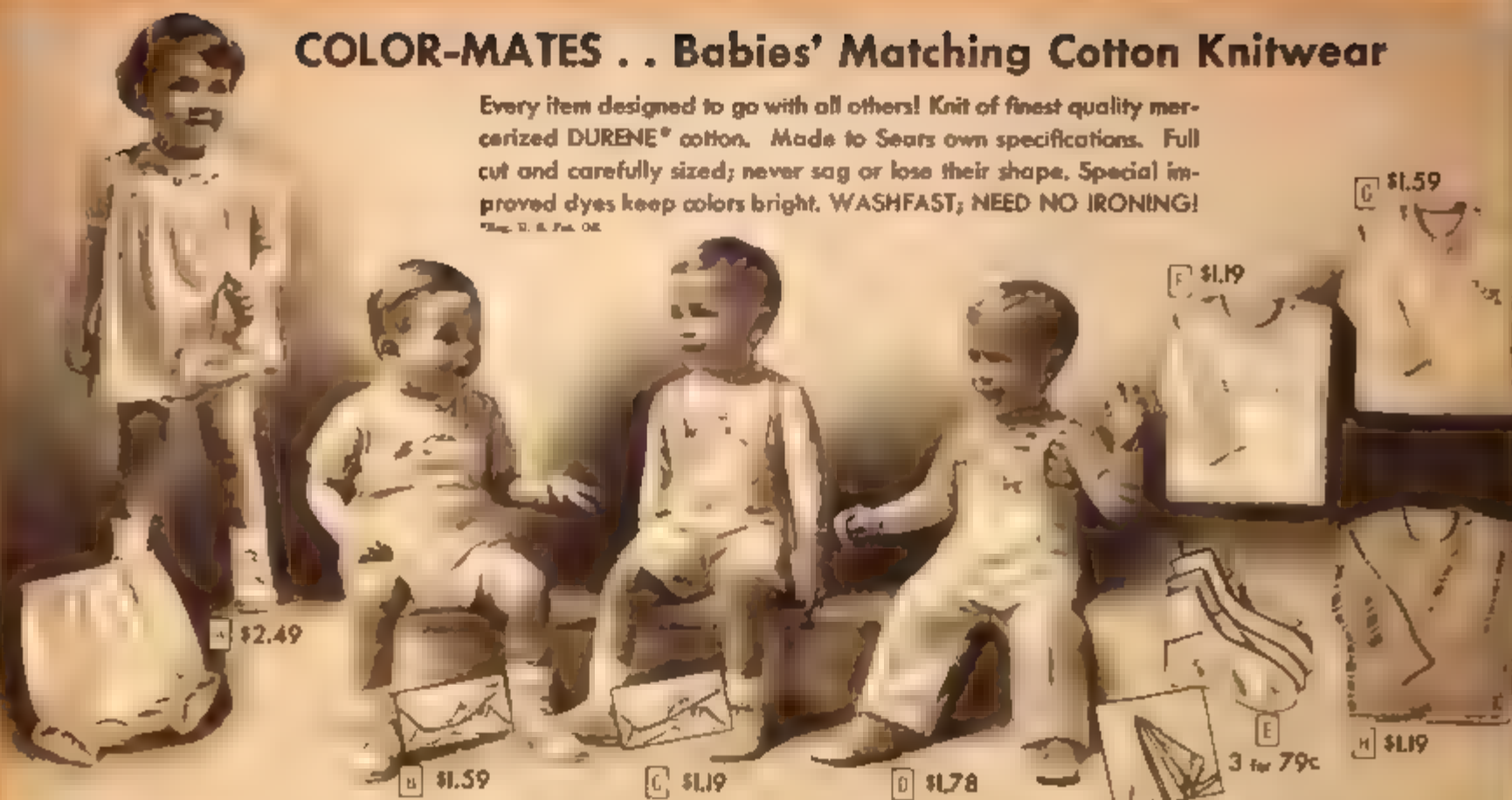
*For size, measure from
1 inch below ear over
top of forehead to
1 inch below other ear.*

SIZE CHART FOR SIZES A TO M AND	Order size 14	Weight 5	Length 11	Dress length 5	Cool length 1
12 min.	12	28	28	4 1/2	13 1/2
14 min.	14	29	29	5 1/2	14 1/2
16 min.	16	30	30	6 1/2	15 1/2

COLOR-MATES . . Babies' Matching Cotton Knitwear

Every item designed to go with all others! Knit of finest quality mercerized DURENE® cotton. Made to Sears own specifications. Full cut and carefully sized; never sag or lose their shape. Special improved dyes keep colors bright. WASHFAST; NEED NO IRONING!

*Reg. U. S. Pat. Off.



A SWEET LITTLE COLOR MATE Dress and party set. A real work saver! Looks fresh and ready to wear without ironing. Ruffle-trimmed panty is specially treated to make it waterproof. Plastic at waist and legs. Dress has 2-button shoulders, embroidered yoke. *State color peach, lt. mint green, lt. blue, yellow. State size 6, 12, or 18 months. Wt. 7 oz.* 29 G 8421M—Set, \$2.49

B OUR FINEST QUALITY CREEPER trimmed with hand loomed embroidery. Elastic at sides of waist for a smooth fit. Convenient snap crotch. So easy to wash; needs no ironing. Choose from four wonderful COLOR MATE hues. *State color yellow, lt. mint green, peach, lt. blue. State size 6, 12, or 18 months. Shpg. wt. each 5 oz.* 29 G 8416M—Each \$1.59. Save, buy 2 for .. 3.12

C PRET SHORTS with non-slip ladder back suspenders. Handy snap crotch. Snug elastic back waist. Match em with any COLOR MATE polo shirt or cardigan. See what a versatile wardrobe just a few basic garments make. *State color lt. blue, peach, yellow, lt. mint green. State size 6, 12, or 18 mos. Shpg. wt. each 5 oz.* 29 G 8417M—Each \$1.19. Save, buy 2 for .. 2.32

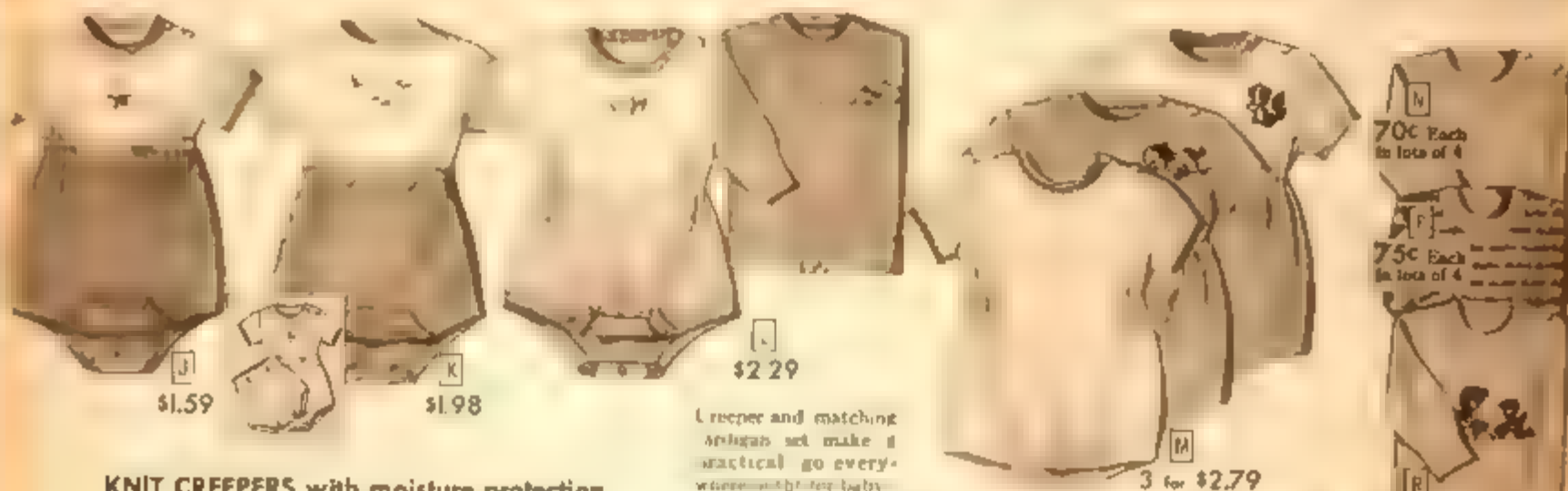
D SNAP CROTCH COLOR MATE CREEPER Makes diaper changing quick and easy. Embroidered double fabric tub. Non-slip ladder back suspenders. *Match with short or long sleeve polo—solid colors or stripes. Add a cardigan for cooler days. State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, or 18 mos. Wt. ea. 6 oz.* 29 G 8417M—Each \$1.78. Save, buy 2 for .. 3.46

E COLOR MATE ANKLETS Reinforced heel toe. *State size 3 1/2, 4, 4 1/2, 5, 5 1/2, 6. Order 3 of one size. Wt. pkg. 5 oz.* 29 G 8495M—Peach, green, blue. 29 G 8495M—Yellow, green, blue. Pkg. of 3, 79c; 2 pkg. \$1.55

F EMBROIDERED POLO SHIRT 2 button shoulder. *State color peach, lt. mint green, yellow, lt. blue. State size 6, 12, 18 mos. Shpg. wt. ea. 5 oz.* 29 G 8419M—Long sleeves. Each \$1.19. 3 for \$3.48. 29 G 8414M—Short sleeves. Each \$1.04. 3 for \$2.94

G HEAVY RIB KNT CARDIGAN Embroidery ocean pearl buttons. *State color lt. mint green, peach, yellow, lt. blue. State size 6, 12, 18 mos. 29 G 8413M—Shpg. wt. ea. 6 oz.* Each \$1.39. 2 for \$2.78

H BEAUTIFUL STRIPE POLO SHIRT 2 button shoulder. *State color lt. blue, lt. mint green, peach, yellow. State size 6, 12, 18 mos. Wt. ea. 5 oz.* 29 G 8420M—Long sleeves. Each \$1.19. 3 for \$3.48. 29 G 8413M—Short sleeves. Each \$1.04. 3 for \$2.94



KNIT CREEPERS with moisture protection
Waterproof plastic coating right on fabric! Water repellent treated panties

J CREEPER with waterproof plastic. New moisture-resistant coating of plastic right on the fabric. Eliminates extra bulk. Plastic will not crack or peel. Stays soft and flexible. Stretches with fabric. Washfast. Needs no ironing. Convenient snap crotch for easy changes. 2-button shoulder. Elastic at waist. Hand loomed embroidery. *State size 6, 12, 18 months. Wt. each 5 oz.* 29 G 8408—Light blue and white. 29 G 8409—Yellow and white. Each \$1.59. 2 for \$3.2

K CREEPER with a soft knit. New moisture-resistant coating of plastic right on the fabric. Eliminates extra bulk. Plastic will not crack or peel. Stays soft and flexible. Stretches with fabric. Washfast. Needs no ironing. Convenient snap crotch for easy changes. 2-button shoulder. Elastic at waist. Hand loomed embroidery. *State size 6, 12, 18 months. Wt. each 5 oz.* 29 G 8410—Light blue and white. 29 G 8411—Yellow and white. Each \$1.59. 2 for \$3.2

Creeper and matching cardigan set make a practical go every-where outfit for baby.

CARDIGAN SET, CREEPER PACKAGE, POLO SHIRTS
Comfortable, easy to launder, cotton knitwear

L CREEPER and cardigan set. Creeper has white snap, 2-button shoulder snap crotch. Gaily embroidered. Cardigan has white snap, 2-button shoulder. *State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, 18 mos. Shpg. wt. 8 oz.* 29 G 8443—Lt. blue. 29 G 8442—Lt. mint green. Set \$2.29

M SAVE ON A THIRTY package of 3 creepers. Knit of fine combed cotton. Each has a different nursery design. Convenient snap crotch. 2-button shoulder style. *State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, 18 mos. Shpg. wt. package 11 oz.* 29 G 8474—Package of 3, one size. \$2.79

N KNIT COMBED COTTON POLOS 2 button shoulder. *State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, 18 mos. Shpg. wt. ea. 5 oz.* 29 G 8464—Lt. blue. 29 G 8465—Yellow. 2 for \$1.49; 4 for \$2.80. 29 G 8466—White. 2 for \$1.59; 4 for \$3.00. **O IRON-SHIRTED POLO SHIRT** 2 button shoulder. *State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, 18 mos. Shpg. wt. ea. 5 oz.* 29 G 8467—Yellow. 2 for \$1.59; 4 for \$3.00. **P SCREEN PRINTED POLO SHIRT** with long sleeves. *State color yellow, peach, lt. mint green, or lt. blue. State size 6, 12, 18 mos. Shpg. wt. ea. 5 oz.* 29 G 8468—White. 2 for \$1.59; 4 for \$3.00. 29 G 8469—Lt. blue. 2 for \$1.59; 4 for \$3.00. Shipping weight each 5 oz. Each 89c; 3 for only \$2.58

CREEPALONGS

A
86¢ Each
In lots of 4

Sturdy little garments
with snap crotches for
easy diaper changes,
non-slip suspenders



CRAWLERS

"The Original"
snap-crotch crawler
for tiny tykes... in
durable pinwale corduroys

G
\$4.98
2-pc set



B \$1.49

C \$2.49

D \$2.98

E \$1.98

F \$2.49

A OUR LOWEST PRICED CREEPALONG Blue cotton chambray Comfortable elastic back waist, pleated front Snap crotch opening for easy diaper changes. Washable. Please be sure to state size 6, 12, 18 months. Order two of one size. Shipping weight for two 9 oz. 29 G 8433-2 for \$1.79. Save, buy 4 for \$3.44

B CREEPALONG of finest quality Sanitized cotton twill Embroidered double fabric bib Convenient snap crotch and drop seat Will not shrink over 1% Washable Please be sure to state size 6, 12 or 18 months Shipping weight each 7 oz. 29 G 8441 Yellow 29 G 8442 Med blue Ea \$1.49; 2 for \$2.90

C PINAFORE STYLE CREEPALONG for feminine sweet-nom. Washable pinwale corduroy Snap crotch snug fitting elastic back waist Embroidered bib State size 6, 12, 18 months Shipping weight each 8 oz 29 G 8478 Aqua (light blue green) 29 G 8479-Straw Ea \$2.49, 1 for \$4.88

D CLOSED FOOT CREEPALONG of pinwale corduroy Baby need not wear shoes with these! Keeps his little toes snug and warm Zipper front snap crotch for diaper changes. Wash separately State size 6, 12 or 18 months 29 G 8434 Light blue 29 G 8435 Yellow Shpg wt 10 oz \$2.98

E "CRAWLER" of extra fine pinwale corduroy B-b style front and back fits neatly keeps shirt in place Two pleats front and back Snap crotch Non slip suspenders Wash separately State size 6, 12 or 18 months Shipping wt each 8 oz 29 G 8620 Med blue 29 G 8621 Red Each \$1.98, 2 for \$3.84

F OUR BEST CRAWLER Beautiful fine wale corduroy Non slip ladder back suspenders Jolly embroidered corduroy applique Snap crotch Wash separately State size 6, 12 or 18 months Shipping wt each 8 oz 29 G 8436 Lt green 29 G 8437 Yellow 29 G 8438 Med blue Each \$2.49, 2 for \$4.88

G FINEST QUALITY CORDUROY "CRAWLER" AND JACKET SET Warm flannelette lined jacket Embroidered corduroy applique Snap crotch crawler with non-slip suspenders. Wash separately State size 6, 12 or 18 months 29 G 8456 Med blue 29 G 8457 Red Shpg. wt. 12 oz. \$4.98

SIZE CHART FOR SIZES 6 TO 18 MONTHS

Order size	6 months	12 months	18 months
If chest is	18	19	20 in.
If height is	24 1/2 26 1/2	27-29	29 1/2 31 1/2 in.



H

BARGAIN PACKAGE
3 for \$2.99



I \$1.45

Honeysuckle Play clothes for tiny tykes cost so little wear so well! Take advantage of savings on quantity orders buy several of your favorite style



K \$1.59



L \$1.98



M \$1.98



N \$5.93
3-pc set

H PACKAGES OF THREE SANITIZED COTTON CREEPALONGS Snap-crotch style for quick diaper changes. Elastic back waists, front pleats One red twill, one navy blue denim one multi-colored plaid denim Wash separately Won't shrink over 1% Buy your tyke that thrifty wardrobe of creepalongs now State size 6, 12, 18 months Order 3, one size Shpg. wt for package, 14 oz. 29 G 8432 3 for only \$2.99

I LONG SLEEVE SHIRT of warm cotton flannel Gambleek An malayaliquinthe-purket flannel sizes nicely with creepalongs and crawlers on this page Washable State size 6, 12 or 18 months Shpg wt each 6 oz 29 G 6510 Red 29 G 6511 Green 29 G 6512 Yellow Each \$1.45. Save, buy 2 shirts for \$2.80

K PRETTY CHECK SHIRT with extra pair of buttons in pants Low priced and so practical for play wear Vat-dyed cotton per ale White ribbed trim Blue but one down back Washable State size 6, 12 or 18 months Shpg wt 5 oz 29 G 6630-Red check 29 G 6631 Blue check Set \$1.59. Save, buy 2 sets for only \$3.12

L APPEALING BOBBY SHIRT gives your wee fellow that dressed-for-best look Fine pinwale corduroy slippers Saug-fitting elastic back waist White knit cotton polo shirt Multicolor rib knit ne kband features cute animal design. Snap-fastened shoulder opening Wash separately State size 6, 12, or 18 months Shpg wt 7 oz 29 G 8430-Medium blue 29 G 8431 Yellow \$1.98

M COTTON TWILL 2-PIECE PLAYSET Jacket has rib knit waistband cuffs collar Snap front CREEPALONG has elastic back waist button suspenders and side pockets T-shirt with nursery motif Sanitized material won't shrink over 1% Medium blue waistfast wash red separately State size 6, 12, 18 months 29 G 6690 Medium blue 29 G 6691 Red Shpg. wt 10 oz \$1.98

N SHARP 3-PIECE PINWALE CORDUROY SET Combines solid color and contrasting over check Double breasted jacket waistfast and with flared cotton Roller belt hat with ear flaps and adjustable chin strap Roomy creepalong with non-slip suspenders elastic back waist snap crotch Wash separately Please state size 6, 12, 18 months Shpg wt 11 oz 29 G 8439-Yellow Set \$5.93 29 G 8440 Lt blue bel 5.93

VI **CORDUROY SHOE** **\$1.49**



Honeysuckle Flexible, SOFT-SOLED SHOES . . . Extra Comfortable for Babies up to 9 Months **Supple oak-tanned leathers in pretty styles, specially designed to fit tiny feet and encourage proper growth**

A BRAND NEW STYLE IN BABY SHOES
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

29 G 5831 Light blue Pair \$1.49
29 G 5834 Yellow Pair 1.49

B FRIENDLY LITTLE CHRISTMAS
Stitches, bows, and other holiday touches. White or pastel colors. Oak-tanned leather. Shipping weight 5 oz. Size 0 to 3. Shipping weight 5 oz.

29 G 5825 Light blue Pair \$1.29
29 G 5826 Pink Pair 1.29
29 G 5827 White Shipping wt. 5 oz. 1.29

C FIRST STEPS
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

D Can be laced all the way from ankle to toe
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

E HAND LACED MOCCASIN
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

F HAND LACED MOCCASIN
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

G HAND LACED MOCCASIN
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

H HAND LACED MOCCASIN
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

Order shoe size	0	1	2	3	4	5
Foot length in inches	3 1/2	4 1/4	4 3/4	4 7/8	5 1/8	5 3/4



CREEPER SHOES for 9 to 12 months **Give growing feet gentle support**

A MOCCASIN STYLE CREEPER SHOE
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

B FRIENDLY LITTLE CHRISTMAS
Stitches, bows, and other holiday touches. White or pastel colors. Oak-tanned leather. Shipping weight 5 oz.

C FIRST STEPS
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

PRE-WALK SHOES—12 to 18 months **Firmer soles for more active babies**

A BRAND NEW STYLE IN BABY SHOES
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

B FRIENDLY LITTLE CHRISTMAS
Stitches, bows, and other holiday touches. White or pastel colors. Oak-tanned leather. Shipping weight 5 oz.

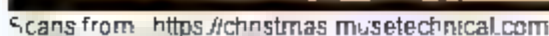
C FIRST STEPS
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

CUDDLY SLIPPERS—Youngsters love **their snug warmth and toe-wiggling comfort**

A BRAND NEW STYLE IN BABY SHOES
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.

B FRIENDLY LITTLE CHRISTMAS
Stitches, bows, and other holiday touches. White or pastel colors. Oak-tanned leather. Shipping weight 5 oz.

C FIRST STEPS
Soft, supple, oak-tanned leather. So comfortable at every stride. Available in a variety of colors. Size 0 to 3. Shipping weight 5 oz.



Hand Embroidered in the Philippines

Delicately detailed little dresses and slips... hand made of fine cotton batiste... in white or just-for-baby colors



A New batiste dress styled for the older baby. Dainty lace and hand embroidered trim. Puffed sleeves. Deep hem. Assorted styles similar to illustration. Sorry, no choice. Hand wash. Fits infants up to 12 months. Shpg. wt. 4 oz.
29 G 6186—Yellow
29 G 6187—Light blue
29 G 6188—Pink... \$2.98

B Batiste dress. Slip set. I. mineu with a wealth of hand embroidery. Assorted yoke, collar styles; scalloped or hemmed bottoms. 2-button shoulder on slip. Hand wash. Size for 6, 12 mos. Shpg. wt. 4 oz.
29 G 6173—Yellow Set \$2.98
29 G 6174—Pink Set 2.98
29 G 6175—Blue Set 2.98
29 G 6176—White Set 2.98

C Such a tiny price for a hand made batiste dress and slip set. Fine yoke and emb. ruffles at neck. Assorted collar yoke styles. scalloped and hemmed bottoms. Hand wash. Size for 6 or 12 mos. Shpg. wt. 5 oz.
29 G 6189—White Set \$1.98

D Richly embroidered hand made dress. Tiny tucks. Assorted yoke and collar styles. hemmed and scalloped bottoms. Hand wash. Size for 6 or 12 mos.
29 G 6108—Yellow batiste
29 G 6109—Pink batiste
29 G 6110—Blue batiste
29 G 6111—White. Wt. ea. 3 oz. Ea. \$1.98, 3. \$3.79

E Dear little batiste dress. Hand embroidery at top and bottom. Assorted yoke collar at top, hem, and scalloped bottoms. Hand wash. Size for 6, 12 mos. Wt. ea. 3 oz.
29 G 6183—Yellow
29 G 6184—Pink
29 G 6185—White
Each \$1.39, 3 \$4.39

F Hand made white batiste slip to wear with baby's dresses. Scalloped at top, bottom and around armholes. Hand wash. Size for 6 or 12 mos. Shpg. wt. ea. 3 oz.
29 G 6126—Ea. 98c 3 for \$2.95

Swiss Embroidery

Hand loomed and dainty as a snowflake on lovely new nylon or cotton batiste



A New batiste dress with Swiss embroidery. Hand loomed. A new way to wear a batiste dress. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6194—Yellow \$1.98
29 G 6195—Light blue \$1.98
29 G 6196—White \$1.98

B New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6197—White Set \$2.98

C New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6198—White Set \$1.98

D New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6199—White Set \$1.98

E New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6200—White Set \$1.98

SIZE CHART FOR INFANTS' SIZES 6 TO 12 MONTHS		Order size (not age)	6 months	7 months
Height	24 1/2 to 25 1/2	24 1/2 to 25 1/2	24 1/2 to 25 1/2	24 1/2 to 25 1/2
Weight	12 to 15 lbs.	12 to 15 lbs.	12 to 15 lbs.	12 to 15 lbs.



A New batiste dress with Swiss embroidery. Hand loomed. A new way to wear a batiste dress. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6194—Yellow \$1.98
29 G 6195—Light blue \$1.98
29 G 6196—White \$1.98

B New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6197—White Set \$2.98

C New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6198—White Set \$1.98

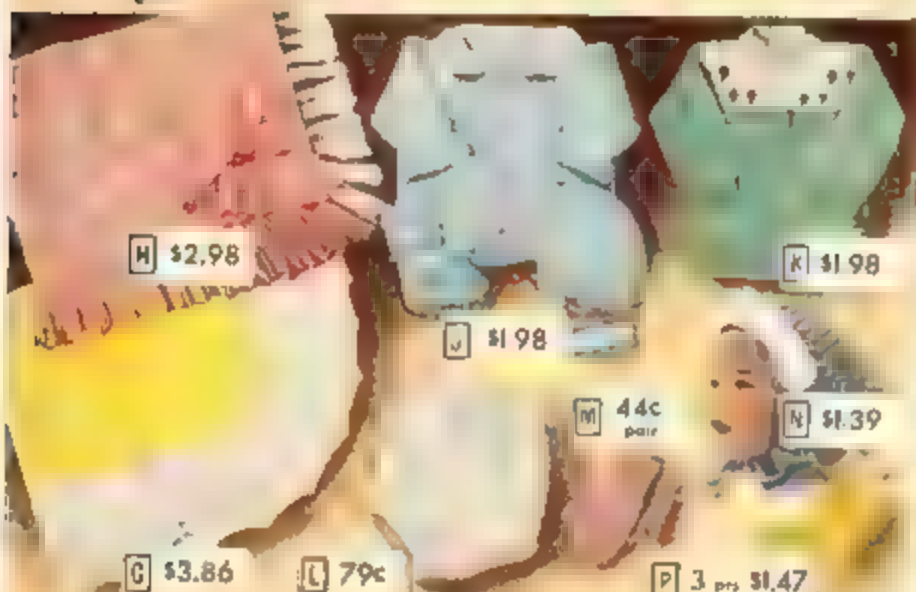
D New batiste dress and slip set. Swiss embroidery. Hand loomed. Fits up to 12 months. Shpg. wt. 4 oz.
29 G 6199—White Set \$1.98



100% NYLON Knitwear . . . Gift Boxed

Lovely, soft pastels in a warm and strong quality weight... suds like new!

- [illegible]



100% VIRGIN WOOL Knitwear—many are Gift Boxed

- [A] GLO AM-TYPE**
Shawl in
w. c. or per Yarn I
#140 c Gift boxed.
Hand wash.
29 G7550 Yellow
29 G7551 Blue
29 G7552 White
Wt. 12 oz Ea. \$3.86
- [B] LINGER SHAWL**
abl 40x48 in,
incl. hand-knotted
fringe. Rette
is used as draw
Hand wash. Boxed.
29 G7592 Pink
29 G7593 Yellow
29 G7594 Lt mint
29 G7595 White
Pr 12 x 12 \$2.98
- [C] HANDMADE 3-
PC BOOTEY SET**
from Japan Sacque,
two arm warmers
Infants 1 year Hand
wash, Boxed.
29 G7643 Blue
29 G7644 Pink
29 G7646 Yellow
Wt 3 oz Set \$1.98
- [D] HAND MA
BROIDERSO
COAT SWEATER** with
c. w. Astor, w. r.
yoke Hand wash.
Fits to 9 months.
29 G7659 Mint
29 G7660 Blue
29 G7661 Yellow
Wt 5 oz Ea. \$1.98
- [E] HELMET double
tuckknit W e
bunny fur trim.**
Hand wash To 9
mos. Gift boxed.
29 G7586 White
29 G7587 Maroon
Wt 9 oz Ea \$3.39
- [F] CUTE, COZY
WOOL BOOTIES**
Hand wash. To 4
mos. Wt. 3 oz
29 G7525 Yellow
29 G7573 Lt blue
29 G7524 Dark
1 pair \$1.49
- [G] KNOT FAN IN
SHIRT** in
patterns. Hand
wash. Fits to 18
mos. Wt. ea 3 oz
29 G7528 White
29 G7529 Blue
29 G7530 Purple
79c 2 for \$1.52
- [H] M & A 11
WIGGLE EYES TO 7
mos. Wt. pr 3 mos.**
29 G7562 Pink
29 G7563 Blue
29 G7563 White
Pr 44c 2 per \$5c



DRESSY RAYON CREPE COAT, BONNET

**Lovely Set for Christenings and
Special Outings . . . Nicely Boxed**

28 5710—Black—\$12.95
29 6710—White—\$12.95
29 6710—Pink—\$12.95



NEW! NYLON SUIT

2 zippers from neck to
ankle speed dressing

\$998



COZY CARRIAGE SUITS

Three New Honeysuckle Styles
for head-to-toe warmth . . . Each nicely boxed

100% Nylon Suit

- 29 G 7 08 1/2 size \$998
 29 G 7 09 1/2 size \$998

Water Repellent Estron Suit

- 29 G 710 - Yellow 29 G 711 - Pink
39 G 712 - Blue Wt 1 lb. 3 oz. 36 oz.

New! . . . Rayon-Nylon Blend

- T** THIRTIETH SON in Poppetelli new blanket cloth, sturdy, warm. 3 1/2 yds. 100% cotton. \$12.98.

New! Creeper-type BUNTING

- | | |
|-----------|-------|
| 29 G 7 6 | 55 76 |
| 29 G 7 7 | 5 79 |
| 29 G 7 18 | 5 79 |

Jacket-Style Bunting

- [illegible]

Speedport Bunting

- 13 inches in lustrous Est
 from (100% acetate) has a
 long, fine, straight, to
 and a fine, straight, to
 fine, straight, to
 fine, straight, to
 hands and elasticized waist
 over flannelette lining
 Matching bonnet. Hand
 wash. Boiled infants' size,
 Sbgg wt 1 lb 6 oz.
 29 G 719—Pink. \$7.79
 29 G 7120—Blue. 7.79



\$5.79



11 34 79

☒ \$7.79



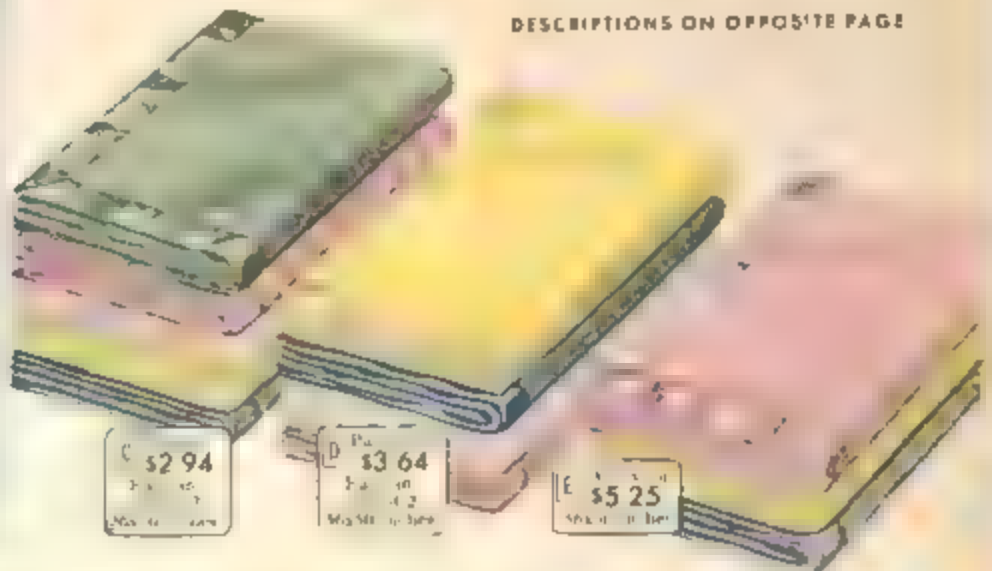
Honeysuckle CRIB BLANKETS

Made to Sears exacting specifications to provide the finest quality possible for every penny you pay

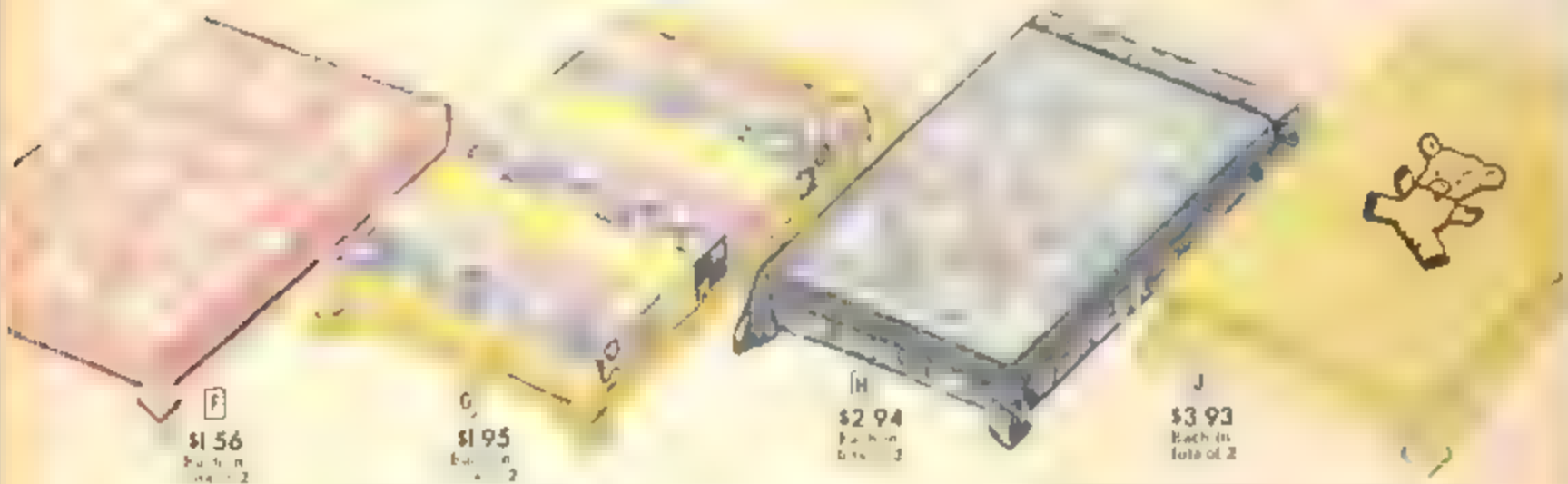
DESCRIPTIONS ON OPPOSITE PAGE

First time! Honeysuckle BLANKETS with NYLON

- 50% rayon, 25% nylon, 25% cotton
- Easy to wash
- Soft fleecy texture
- Lustrous 6-inch acetate binding
- Solid colors or Jacquard pattern
- 2 sizes 4 colors



Fluffy NAPPED COTTON . . delightful patterns . . new, bud-fresh colors

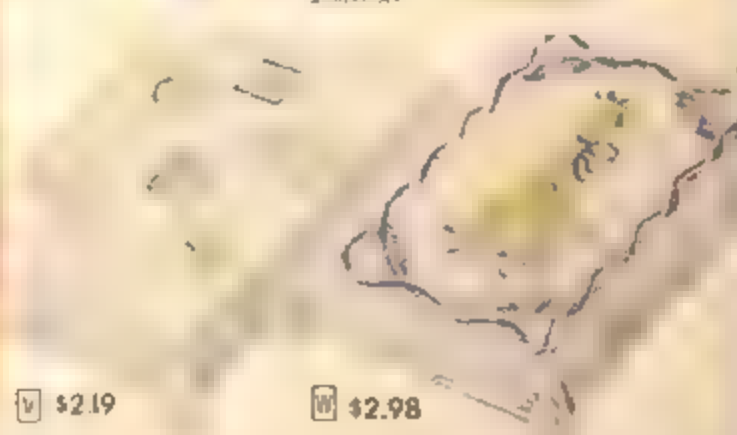


COTTON RECEIVING BLANKETS

PRETTY TOPPERS for baby's crib



Exclusively at Sears! SANFORIZED
RECEIVING BLANKETS and BLANKET CLOTH SHEETS
Maximum shrinkage less than 1%



Warm, attractive BEDDING
To make baby's crib time happier
Prices and fabrics to suit your every need

MERCHANDISE DESCRIBED BELOW ILLUSTRATED ON OPPOSITE PAGE

Exclusive new Crib Blankets with NYLON added

- A** 50% rayon, 25% nylon, 25% cotton blended into a soft, warm new blanket fabric. Fascinating woven-in "pony" pattern. 6-in. acetate satin binding. Washable. Size about 36x50 in. A superb gift. Attractively boxed. Blue, pink, yellow, or pale green. State color. Shpg. wt. each 2 lbs. 29 G 5392—Each \$3.98; 2 for \$7.86
- B** Fluffy new 50% rayon, 25% nylon, 25% cotton blanket in luscious solid colors. Washable 6-in. acetate satin binding. Boxed. Blue, pink, yellow, or pale green. State color. 29 G 5393—36x50 in. Shpg. wt. ea. 1 lb. 13 oz. Each \$3.98, 2 for \$7.86
 29 G 5397—40x60 in. Shpg. wt. ea. 2 lbs. Each \$4.98, 2 for \$9.80

Cotton, Part Wool, All Wool Blankets

- C** SOFTLY NAPPED Cotton crib blanket. 6-in. acetate satin binding. Washable. Boxed. Blue, pink, white, yellow, or pale green. State color. 29 G 5346—36x50 in. Shpg. wt. ea. 1 lb. 10 oz. Each \$2.98, 2 for \$5.86
 29 G 5347—40x60 in. Shpg. wt. ea. 2 lbs. Each \$3.98, 2 for \$7.86
- D** 50% rayon, 25% wool, 25% cotton. Warmly napped, 4-in. acetate satin binding. Wash with care. Boxed. Blue, pink, white, yellow. State color. 29 G 5349—36x50 in. Shpg. wt. 1 lb. 11 oz. Each \$3.29, 2 for \$6.58
 29 G 5371—40x60 in. Shpg. wt. 2 lbs. 5 oz. Each \$4.79, 2 for \$9.42
- E** 100% Wool for super warmth. Soft, fluffy brushed nap. 6-inch acetate satin binding. A pleasure to have on any crib. Wash with care. Boxed. Blue, pink, yellow. State color. 29 G 5352—36x50 in. Shpg. wt. ea. 1 lb. 14 oz. \$5.25
 29 G 5354—42x60 in. Shpg. wt. ea. 2 lbs. 5 oz. Each \$6.79

Gaily patterned Cotton Crib Blankets

- F** Our Lowest Priced cotton crib blanket. Warmly napped. 6-in. acetate satin binding. Boxed. Blue, pink, white, yellow, or pale green. State color. Be sure to buy several now. A low price, but new patterns love. Shpg. wt. ea. 1 lb. 10 oz. 29 G 5348—Each \$1.59; 2 for \$3.12
- G** Our BEST QUALITY cotton crib blanket with a slightly woven pattern. 3-in. acetate satin binding. Soft, warm, thickly napped. About 36x50 in. Washable. Blue, pink, pale green, or yellow. State color. Boxed. Shpg. wt. ea. 1 lb. 9 oz. 29 G 5391—Each \$2.98; 2 for \$5.86
- H** Our GOOD QUALITY COTTON BLANKET. Woven-in pattern. 3-in. acetate satin binding. Washable. 1 lb. 10 oz. Blue, pink, white, yellow, or pale green. State color. Boxed. Shpg. wt. ea. 1 lb. 9 oz. 29 G 5390—Each \$1.98; 2 for \$3.90
- I** TERRY WOOL TEDDY BEAR design on a soft, deeply napped cotton blanket. Sure to be a nap time favorite. 6-in. acetate binding. Washable. About 36x50 in. Blue, pink, white, yellow, or pale green. State color. Boxed. Shpg. wt. ea. 2 lbs. 3 oz. 29 G 5384—Each \$3.98; 2 for \$7.86

Honeysuckle Cotton Receiving Blankets

- K** THIRTY-PRICED cotton receiving blanket. Striped ends. Stitched edges. About 26x34 in. Blue, pink, yellow. Washable. State color. Shipping weight 1 lb. 10 oz. 29 G 5318—3 for \$1.99. Save, buy 3 for 2.28
- L** MEDIUM WEIGHT COTTON, larger size. Stripes, stitched edges. About 30x40 in. Washable. Pink, blue, white, pale green, or yellow. State color. Shpg. wt. for 3. 1 lb. 4 oz. 29 G 5302—3 for \$1.98. Save, buy 3 for 3.84
- M** HEAVY WEIGHT, softly napped cotton. About 30x40 in. Cute woven-in pattern. Stitched ends. Washable. Blue, pink, pale green, yellow. State color. Shpg. wt. ea. 10 oz. 29 G 5353—Each 98c. Save, buy 3 for \$2.83

New! SANFORIZED Cotton Receiving Blankets

- N** Only Sears offers this exclusive new washable receiving blanket that won't shrink over 1%! About 30x40 in. Stitched edges. Napped cotton. Blue, pink, white, pale green, yellow. State color. Shpg. wt. ea. 9 oz. 29 G 5344—Each 85c; 3 for \$2.46
- O** Our best quality cotton receiving blanket. Edges bound with smooth acetate satin. Washable. Maximum shrinkage 1%. About 30x40 in. Blue, pink, white, yellow, pale green. State color. Shpg. wt. ea. 9 oz. 29 G 5345—Each \$1.25; 3 for \$3.66
- P** CRIB SIZE NAPPED COTTON SAFETY BLANKETS. Sanforized—won't shrink over 1%. Stitched edges. Washable. Use as bath blanket, sheet, or (great) twin crib blanket. White, blue, yellow, pale green. State color. 29 G 5356—16x56 inches. Shpg. wt. each 9 oz. Each \$1.33; 2 for \$2.60
 29 G 5357—40x72 inches. Shpg. wt. each 11 oz. Each 1.98; 2 for 3.90

Quilt, Comforter Set, Chenille Spreads

- Q** COLORFUL Cotton Patchwork quilt. Quilt, blanket, just as grand, made of hand-made pieces. Folds with a flourish. White on a washfast. About 39x54 inches. Blue, pink, or yellow print. Shpg. wt. 1 lb. 8 oz. 29 G 5301—State color... Each \$2.98
- R** Good QUALITY pinpoint cotton chenille spread with pastel "alphabet" design. Tufted to leashed white sheeting. Washable, needs no ironing. Size about 40x60 inches. Multicolor on white. 29 G 5307—Shpg. wt. 1 lb. 2 oz. \$2.19
- S** Rich Looking, quilted acetate satin comforter (or) quilt. Blue, pink, or yellow. Reversible. State color. About 34x66 in. Matching pillow, cotton filled. (2x16 in. Boxed. Dry clean. 29 G 5340—Wt. 2 lbs. 11 oz. Set \$5.79
- T** Better quality spread, closer pinpoint cotton chenille tufting on firm bleached white sheeting. Baby giraffe design in nursery pastels on white background. Washable. Needs no ironing. About 40x60 inches. 29 G 5336—Wt. 1 lb. 5 oz. \$2.98

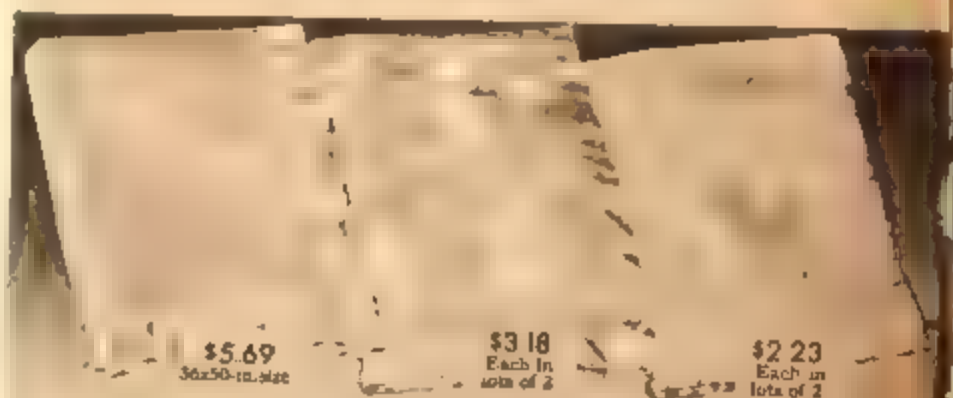


SLEEPING BAGS
 Safe, comfortable way to keep baby snugly covered

Warm and cozy for night time or naps... convenient to use in crib... grand, too, for carriage and auto trips

- AA** SANDMAN SLEEPING BAG PATENTED STRAP ARRANGEMENT fastens to crib snaps with adjustable buckle to metal ring at bottom of bag. Doesn't hamper baby's movement. Bag can be lifted from crib without removing strap. Warm, vat dyed flannelette. Zip from waist to bottom for diaper changes. Washable. Sanforized—won't shrink over 1%. Small fits infants up to 10 lbs. medium 17 to 24 lbs. large (30 to 39 lbs.) State color. Wt. 1 lb. 6 oz. 29 G 5602—Blue 29 G 5603—Pink 29 G 5620—Yellow Porcelain \$2.98
- BB** 2 PIRCE SLEEPING BAG Barrel shaped bottom snaps to top with zipper fasteners. Completely detachable for diaper changes. Top also easily over baby's head. Ruffy napped rib knit cotton. Mitten cuffs on sleeves. Even baby's hands may covered. Washable. Fits infants up to 2 mos. Blue, pink, yellow, green. State color. 29 G 5608—Shpg. wt. 10 oz. \$1.69
- CC** SLUMBER-GRO SAFETY SLEEPING BAG "GROWS" to fit baby from size 3 to 24 months. Just release the extra tucked in folds. Each expands length of bag 6 inches. Made of comfy cotton flannelette. Softly napped for greater warmth. Sure fitting knitted cuffs and neckband. Long zipper for easy diaper changes. Tab under baby's chin covers zipper lock. Roomy barrel bottom lets baby move freely. Flat non-irritating inside seams. Washable. Pink, blue, yellow, or pale green. State color. 29 G 5609—Shpg. wt. 12 oz. \$3.98
- DD** SLEEPING BAG WITH NON IRRITATING knitted neck, mitten cuffs. Good quality cotton flannelette. Long zipper for quick changes. Button tab covers zipper lock. Protects baby's chin. Barrel shaped bottom gives plenty of leg room, allows for growth. Warm separately. Fits infants up to 12 mos. Blue, pink, yellow, or pale green. State color. 29 G 5641—Shpg. wt. 8 oz. \$2.19

See Sears exclusive HONEYSUCKLE SAFETY SLEEPING COVER on page 45. For help with your budget problems, check SEARS EASY TERMS... inside back cover



Famous Pepperell CRIB BLANKETS

- SOFT RESILIENT DYNET SYNTHETIC** fabric. Light weight, yet extra warm. Moth and mildew proof. Stain resistant. Washable, quick drying. Minimum shrinkage only 1% to 2%. 6-in. acetate satin binding. Blue, pink, yellow, or pale green. State color. 29 G 5286—36x50 inches. Boxed. Shipping weight 2 lbs. \$5.69
 29 G 5279—40x60 inches. Boxed. Shipping wt. 2 lbs. 4 oz. \$7.89
- PEPPERELL HEAVY WEIGHT** cotton crib blanket. Jolly woven-in calendar pattern. 5-in. acetate satin binding. Washable. Pink, blue, or yellow. State color. About 36x50 in. Boxed. Shpg. wt. ea. 1 lb. 13 oz. 29 G 5347—Ea. \$3.23, 2 for only 6.34
- PEPPERELL** cotton crib blanket. Woven-in lawn pattern. 5-inch acetate satin binding. Washable. Blue, pink, yellow. State color. About 36x50 in. Boxed. Shpg. wt. ea. 1 lb. 8 oz. 29 G 5346—Ea. \$2.27, 2 for only 4.46



Soft, absorbent Honey-suckle TOWELS, WASHCLOTHS

72c Each
In lots of 4
Soft, absorbent white
pink or blue bound
edges. State color
29 G 5204 Towel, 18x30 in. Shpg. wt.
1 lb. 10 oz. 2 for \$1.49; 4 for \$2.88
29 G 5219 Towel, 24x46 in. Shpg. wt.
for 2. 14 oz. 2 for \$2.49; 4 for \$4.84
29 G 5220 Towel, 30x50 in. Shpg. wt.
each 10 oz. Each \$1.79; 2 for \$3.50
29 G 5221 Washcloth, 16x20 in. Shpg.
wt. 1 lb. 4 oz. 4 for \$4.40; 8 for \$8.80

57c Each
In lots of 4
Soft, absorbent white
pink or blue bound edges
29 G 5210 Towel, 18x30 in. Shpg. wt.
1 lb. 10 oz. 2 for \$1.49; 4 for \$2.88
29 G 5211 Towel, 20x40 in. Shpg. wt.
for 2. 8 oz. 2 for \$1.79; 4 for \$3.58
29 G 5212 Towel, 27x50 in. Shpg. wt.
for 2. 12 oz. 2 for \$2.29; 4 for \$4.40
29 G 5222 Washcloth, 16x20 in. Shpg.
wt. 1 lb. 4 oz. 4 for \$4.40; 8 for \$8.80



Protect clothes with a practical BIB

LAP PADS

29c Each
In lots of 4
Snap-on bib of
white cotton
29 G 5226 3 for 89c
Sew, buy 6 for \$1.72

35c Each
In lots of 4
Snap-on bib of
white cotton
29 G 5228 3 for \$1.09
Sew, buy 6 for \$2.10

40c Each
In lots of 4
Snap-on bib of
white cotton
29 G 5227 3 for \$1.20
Sew, buy 6 for \$2.40

24c Each
In lots of 4
Waterproof bib of
white cotton
29 G 5234 4 for \$1.00
Sew, buy 8 for \$1.92

SIZE CHART FOR WATERPROOF PANTIES

Order size	3 months	6 months	12 months	18 months
1	2	3	4	5

Plastic lined DRESS-UP PANTIES



48c Each
Runproof tricot knit
acetate, waterproof
plastic lined elastic
at waist legs. Hand
wash. State color white
blue, pink, yellow
State size 3, 6, 12, 18
mos. Shpg. wt. ea. 2 oz.
29 G 5141—Each 48c
Sew, buy 3 for \$1.41

75c Each
Tailored snap on
panty Runproof tri-
cot knit acetate
waterproof plastic
lined elastic back
waist. Hand wash
State color blue yellow
white State size 3, 6, 12,
18 mos. Wt. ea. 4 oz.
29 G 5170—Each 75c
Sew, buy 3 for \$2.21

86c Each
Lace trimmed snap-
on panty Runproof
tricot knit acetate
waterproof plastic
lined elastic back
waist. Hand wash
State color pink white
yellow State size 3, 6,
12, 18 mos. Wt. ea. 4 oz.
29 G 5171—Each 86c
Sew, buy 3 for \$2.50

WATERPROOF PANTIES



47c Each
Snap-on panty of
clear vinyl plastic &
snap fasteners down
sides. Legs flat for
freezing raw. Plastic
waist legs. Water-
proof. Hand wash
State size 3, 6, 12, 18
mos. Shpg. wt. ea. 3 oz.
29 G 5172—Each 47c
Sew, buy 3 for \$1.38

39c Each
Waterproof plastic
with tiny polka dots
on legs. Snap on
around waist and legs
White Washable
State size 3, 6, 12, 18
mos. Shpg. wt. ea. 4 oz.
29 G 5157—Each 39c
Sew, buy 3 for \$1.14

96c Each
Kleinert's famous silk
covered Snap-on
panty Shaved elastic
at waist legs for a
comfortable fit White
Hand wash State size
3, 6, 12, 18 mos.
Shpg. wt. ea. 3 oz.
29 G 5166—Each 96c
Sew, buy 3 for \$2.79

Disposable DIAPER PADS



\$1.15 Each
In lots of 4 pads
HONEY-SUCKLE ANSON-
BENT PADS Just throw
away when used Soft
cotton filled gauze Won't
soak or chafe Shpg. wt.
2 pgs. 4 lbs.
29 G 5120 3 pgs. (96
pads) \$2.39; 4 pgs. \$4.59

**HONEY-SUCKLE SNAP-ON
PANTY** to hold pads.
White birdseye cotton,
waterproof plastic lined.
State size 3, 6, 12, 18
mos. Shpg. wt. ea. 3 oz.
29 G 5178—Each 87c
Sew, buy 3 for \$1.30

\$1.29 Each
In lots of 3 pads
KLEINERT'S DISPOS-
ABLE PADS Soft lint
free cellulose paper Ab-
sorbent easy to use.
Wonderful for travel.
Wt. for 2 pgs. 4 lbs.
29 G 5124—2 packages
(96 pads) \$2.58

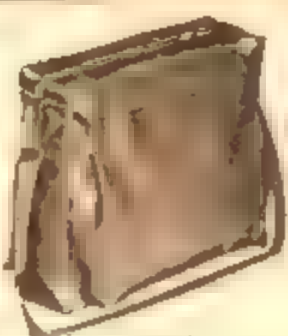
KLEINERT'S PANTY for
holding pads. White
waterproof plastic Cot-
ton tabs for pinning
panty on baby State
size 3, 6, 12, 18 mos.
29 G 5113—Wt. ea. 3 oz.
Each 77c 2 for \$1.40



\$2.19



\$3.39



\$3.98



42c



\$1.49

Convenient, easy-to-carry Honey-suckle FORMULA BAGS

29 G 5131E Each \$2.19 29 G 5129 Each \$3.39 29 G 5130E Each \$3.98 29 G 5227 Each 42c

SHAMPOO GUARD

29 G 5265 Each \$1.49

SAFETY HARNESS

29 G 5265 Each \$1.49

WIN THE VOTES OF COMFORT-LOVING BABIES
AND THEIR VALUE-CONSCIOUS MOTHERS TOO

[illegible]

rod Quality **\$229** Our Best **\$279**
27x27 n. 27x27 n.
package of 12 package of 12

More absorbent than other diaper fabrics
Soft, fleecy nap for added comfort
Neatly hemmed edges, bleached snowy white

house flannellette napers for extra absorbency even if fine quality cotton softly napped on the sides. They keep their general texture throughout after washing. 27½ inches before hemming. Packed in dustproof packages of 12.

good quality. Shpg. wt. each package 1 lb. 6 oz.

Q 5017.—Package of \$2 \$1.29, 3 packages. \$4.80
 ur best quality Extra heavy, softer fleece, more
 workup. Shag. wt. each package 1 lb. 12 oz.

* G 5025 - Package of 12 2274, 3 packages. 20 20

Good Quality **\$219** Our Best **\$273**
27x27 in. package of 12 27x27 in. package of 12

- Strongest fabric according to laboratory tests
- Easy to keep white during countless washings
- Made of select cotton... absorb moisture readily

Both qualities are woven of only the finest cotton yarns for more absorbency and softer texture. Especially long wearing. They're often used for more than one place. Sizes meas-

and before hemming. 12 diapers in each dustproof package

Good quality 17x17 in Shpg wt each package 1 lb 6 oz

29G5052	Package of 12	\$2.19	2 packages	\$4.40
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Our best More closely woven for greater strength, absorbency.

29 C 5053 2 1 11 1-10-88 29 C 5054 1/25 12/1 1-10-88

Page 2 of 3 Page 3 of 3

Good Quality **\$289** Our Best **\$325**
20x40 in. package of 12 21x40 in. package of 12

- Easiest diaper fabric to wash - gauzed apart dry in half the time needed by other diaper fabrics
- Extra soft and absorbent, fold without bulking

Bulk saving gauze diapers come in light weight with high absorbency for baby's greater comfort. Fine quality cotton in 2 layers, finished with a pinked edge. They stay snowy white, never become harsh feeling. In dustproof packages of 12.

Longevity 20-40 yr. Sing wt ea pkg 1lb 15oz

29 G 3073 (Pine knige on 17 \$7.89 1 package \$8.28

• Low density surgical type cotton More absorb-

ent 2x40 in Ship w/ ea package? br 1 or 2?



**360 Kbps for
\$1.98**

146 Micros for
\$1.96

Was 22.95
\$3.75
Package of 11

Was \$3.95
\$3.75
Package of 12

JENNISON JEL 10
 Made in
 white collagen. But ab
 when Lantare Pass
 to pose 0 50 10 1
 guitar 4 anera 10 5
 10 mg ject Size 6x13
 L 180 packed 4 10 1
 enter box. (Shpg
 lbs. 3 oz.) Postage
 P G 5122-2 boxes
 100 lines \$ 96

1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2

[illegible][illegible]

Need no folding . . . S-t-r-e-t-c-h to fit baby

Tubular knit of strong, 2 ply long staple cotton. Softly napped
by abrasion. Excellent for night wear. Elastic across full
waist and feet. In 6 sizes all men baby's waist. Need
no sewing. Knit strong, no iron. Size about 9x18 in. White.
100% cotton. Buy by each package 1 lb., 7 oz.
29¢ 50¢
In case of 2 to \$3.15 --- 3 packages for \$9.35

39 C. 505† 10 page in 24c \$3.75 3 packages for \$9.35

For diaper cloth yard goods, see page 603

EFF: PAGE 41... DIAPERS

INFANTS

For your baby's
comfort
night or day

Honeysuckle Cotton KNIT GOWNS and WRAPPERS

In thrifty packages
of three—white or
just for baby
pastel colors

76c
Each in
lots of 6

96c
Each in
lots of 6

73c
Each in
lots of 6



50c
Each in lots of 6

56c
Each in lots of 6

77c
Each in lots of 6

Sanforized Flannelette GOWNS and WRAPPERS

- Won't shrink over 1% when tubbed
- Full cut, daintily trimmed
- Woven of softly napped cotton
- Pretty rayon satin ribbon ties
- All seams smoothly finished
- Fit infants up to 6 months in size

MEDIUM WEIGHT cotton flannelette. Overlock stitched edges. Decorative stitching ribbon. Washable. White with pink or blue embroidered trim. **State color.** Order a package of 3, one color. Pkg. of 3, \$1.77; 2 pgs. \$3.36

HEAVIER WEIGHT cotton flannelette. Pique nap. Ribbon bound neck. Overlock stitched edges. Washable. White; pink or blue embroidered trim. **State color.** Order a package of 3, one color. Shpg. wt. for 3, 8 oz.

OUR HEAVIEST WEIGHT cotton flannelette. Richly napped for warmth, absorbency. Ribbon bound neck sleeves. Hemmed. Embroidered. Wt. for 3, 11 oz.

29 G 5604 GOWN
1 pk. 1 \$ 54, 2 pgs. \$3.60
29 G 5605 WRAPPER
1 pk. 1 \$ 54, 2 pgs. \$3.60

29 G 5600 GOWN
1 pk. 1 \$ 77, 2 pgs. \$3.36
29 G 5601 WRAPPER
1 pk. 1 \$ 77, 2 pgs. \$3.36

[H] Gown, Opens at neck:
29 G 5646G—White with blue trim
29 G 5650G—White with pink trim
29 G 5651G—1 pink, 1 blue, 1 yellow
Package of 3, \$2.39; 2 pgs. \$4.62

[J] WRAPPER, Opens full length:
29 G 5647G—White with blue trim
29 G 5648G—White with pink trim
29 G 5649G—1 pink, 1 blue, 1 yellow
Package of 3, \$2.39; 2 pgs. \$4.62

SIZE CHART	Order size	3 mos.	6 mos.	7 mos.	9 mos.	24 mos.
for		3 1/2	4 1/2	5 1/2	23-24	27-28 in.
Infants' Shirts		14	16	18	18	18 in.

- Soft, ruddy knit garments of finest quality combed cotton
- Generous, full cut size... non-irritating, smoothly finished seams
- Easy to launder—just wash in your machine—retain their fit and shape

[A] GOWN Fastens at back with 3 buttons. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5705—3 white
29 G 5706—1 pink, 1 white, and 1 yellow
29 G 5707—1 blue, 1 white, and 1 yellow
Package of 3, \$2.39
2 packages, 4.62

[B] WRAPPER Full cut style, stitched edges. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5708G—3 white
29 G 5709G—1 pink, 1 white, and 1 yellow
29 G 5710G—1 blue, 1 white, and 1 yellow
Package of 3, \$2.39
2 packages, 4.62

[C] BETTER QUALITY GOWN Neckline with decorative stitching. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5719G—1 white
29 G 5720G—1 white, and 1 yellow
29 G 5721G—1 blue, 1 white, and 1 yellow. Wt. for 3, 12 oz.
Package of 3, \$2.98
2 packages, 5.76

Knit Cotton TERRY CLOTH

Favorite fabric for
baby's towel... now in
cunning little garments

\$1.66 Each
in lots of 2

65c Each in
lots of 2

48c Each in
lots of 2



25c Each in
lots of 1
Flannelette

85c Each in
lots of 6

43c Each in
lots of 6

25c Each in
lots of 6

Twill tabs
for pinning
diapers

Hospital-type Flannelette Gown

[M] Convenient hospital-

type gown. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5811—1 white
29 G 5812—1 white, and 1 yellow
29 G 5813—1 blue, 1 white, and 1 yellow
Package of 3, \$2.39
2 packages, 4.62

Infants' Stockings and Cotton Binders

[N] Designed to give extra

comfort. Soft, absorbent. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5814—1 white
29 G 5815—1 white, and 1 yellow
29 G 5816—1 blue, 1 white, and 1 yellow
Package of 3, \$2.39
2 packages, 4.62

Rib-knit cotton Sleeveless Shirts

[O] Wonderful style for

infants. Fine rib-knit. Washable. White with pink or blue embroidered trim. **State color.** Shpg. wt. for 3, 14 oz.
29 G 5817—1 white
29 G 5818—1 white, and 1 yellow
29 G 5819—1 blue, 1 white, and 1 yellow
Package of 3, \$2.39
2 packages, 4.62

GOOD 39c
Each in lots of 6

BETTER 49c
Each in lots of 6

OUR BEST 59c
Each in lots of 6

HONEYSUCKLE INFANTS' SHIRTS . . knit of soft combed cotton, proportioned for perfect fit

• Our Good Quality smoothly tailored with flat locked seams priced for penny-punching!

Pin tabs knit of soft combed cotton. No raw edges to irritate. White Washable. Order a package of 3, one size and style. State size. Ship. wt. for three: 8 oz.

- A** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5962 G Long sleeve 29 G 5963 G Short sleeve
- B** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5964 G Long sleeve 29 G 5965 G Short sleeve
- C** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5966 G Long sleeve 29 G 5967 G Short sleeve
- Package of 3 \$1.26, 2 packages \$2.34

• Better Quality heavier fabric tabs to resist the strain of diaper pins non-irritating seams

Reinforced pin tabs at sides. No raw edges to irritate. White Washable. Order a package of 3, one size and style. State size. Ship. wt. for three: 8 oz.

- D** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5968 G Long sleeve 29 G 5969 G Short sleeve
- E** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5970 G Long sleeve 29 G 5971 G Short sleeve
- F** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5972 G Long sleeve 29 G 5973 G Short sleeve
- Package of 3 \$1.36, 2 packages \$2.94

• Our Best Quality extra soft absorbent, longer wearing Free-hanging twill loops save pin holes in shirt fabric

Pinest quality combed cotton, strong rib knit. Non-irritating seams. No raw edges to fray or rub baby's tender skin. Pin baby's diapers to the sturdy cotton twill tapes stitched to each side of shirt. Easier to pin, looks neater, adds to length of wear. White Washable. Order 3 of one size and style. State size.

- G** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5974 G Long sleeve 29 G 5975 G Short sleeve
- H** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5976 G Long sleeve 29 G 5977 G Short sleeve
- I** PIN TAB KNIT. 1. Long sleeve. 2. Short sleeve. 29 G 5978 G Long sleeve 29 G 5979 G Short sleeve
- Package of 3, \$1.86, 2 packages \$3.54

Double fabric front 29c
Each in lots of 6

Heavy Rib-knit fabric 42c
Each in lots of 6

Sturdy Double Rib-knit fabric 39c
Each in lots of 6

2-way stretch Heavy Rib-knit 48c
Each in lots of 6

Honeysuckle INFANTS' SHIRT with WARM DOUBLE FABRIC FRONT

Special Comfort features

Strong tapes for diaper pins
Patented neck slips on easily



All the features that make an infant's shirt easy to put on and take off are included in this shirt. The double fabric front gives more warmth. Unusually fit smoothly, never binds. The heavy rib-knit fabric is soft and comfortable. The sturdy cotton twill tapes are stitched to each side of shirt. Easier to pin, looks neater, adds to length of wear. White Washable. Order 3 of one size and style. State size. Ship. wt. for three: 8 oz.

74c
Each in lots of 6

29 G 5780 Long sleeve 29 G 5781 Short sleeve
29 G 5782 Long sleeve 29 G 5783 Short sleeve

Package of 3 \$2.34, 2 packages \$4.44

Absorbent combed cotton HONEYSUCKLE TRAINING PANTIES

• Pull cut for greater comfort • Bar-tacked at points of strain • Reinforced crotch for longer wear • Patent knit stretch • Sears money-saving prices

- A** Charming pastel colors or white. Washable. Double thickness of knit cotton throughout panty. Triple fabric crotch. White Washable. Order a package of 3, one size and style. State size. Ship. wt. for three: 8 oz.
- B** Double thickness of knit cotton throughout panty. Triple fabric crotch. White Washable. Order a package of 3, one size and style. State size. Ship. wt. for three: 8 oz.
- C** Double thickness of knit cotton throughout panty. Triple fabric crotch. White Washable. Order a package of 3, one size and style. State size. Ship. wt. for three: 8 oz.
- 29 G 5742—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5743—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5744—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5745—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5746—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5747—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5748—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5749—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5750—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5751—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5752—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5753—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5754—Package of 3 one size 93c, 2 packages \$1.74
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- 29 G 5757—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5758—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5759—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5760—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5761—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5762—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5763—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5764—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5765—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5766—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5767—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5768—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5769—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5770—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5771—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5772—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5773—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5774—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5775—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5776—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5777—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5778—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5779—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5780—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5781—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5782—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5783—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5784—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5785—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5786—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5787—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5788—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5789—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5790—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5791—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5792—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5793—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5794—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5795—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5796—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5797—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5798—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5799—Package of 3 one size 93c, 2 packages \$1.74
- 29 G 5800—Package of 3 one size 93c, 2 packages \$1.74

Order size	6 months	12 months	18 months	24 months	30 months	36 months	42 months	48 months	54 months	60 months
TRAINING PANTIES										

Use Sears Easy Terms to help budget your purchase. See inside back cover

Honeysuckle Fitted CRIB SHEETS

A complete selection of mattress-hugging styles that stay smoothly in place even when baby kicks and bounces

- Woven of select cotton... sturdily tailored for long wear
- Sanforized—won't shrink over 1% when washed
- Time-savers... make bed-making job quick and easy

Our Finest Cotton Percale

Strong, Mitered corners, 5 pretty colors

Made of extra smooth percale, soft and extra nice to touch. Tightly woven with 180 threads per sq. in. Mitered corners hold the sheet securely in place. Saves work, makes sleeping surface more comfortable. Washable. In delightful colors that dress up your tot's bed. Lt. blue, pink, yellow, pale green, white. State colors.

29 G 5401—Fits standard 52x28-inch crib mattress. Shpg. wt. for three, 15 oz. Each \$4.63 2 for \$9.00
29 G 5402—Fits standard 44x33-inch youth bed. White only. Shpg. wt. each 12 oz. Each \$2.58 2 for \$5.00

"Expanding Corner" Sheet

Our better quality. No need to lift or bend mattress. All 4 corners elasticized to slip on easily. Hold the sheet smooth and tight. Reinforced with strong bias tacking. Washable. Fits standard 52x28-inch crib mattress.

29 G 5421—Sturdy white cotton, 180 threads per sq. in. Shpg. wt. for 3, 1 lb. 2 oz. Pkg. of 3, \$4.17 2 pkgs. \$7.96
29 G 5508—Fluery cotton blend, dark sheening. White, light blue, pink, yellow, pale green. Pillow state color. Shipping weight each 11 oz. Each \$2.39 1 for \$3.10

Good Quality Fitted Sheet

Just 95c each when you buy 2 thrifty packages! Two snug fitting end pockets hold sheet tucked in place no matter how much baby moves. Firm white cotton 140 threads per sq. in. Washable. Shpg. wt. for 3, 1 lb. 10 oz.
29 G 5444—Package of 3 for \$2.97; 2 packages for \$5.70

COTTON PERCALE
Less Than 70c Only \$1.18
Each is lots of 6
36x54 inches

COTTON PERCALE
Less Than 27c Only 43c
Each is lots of 6

CRIB SHEETS AND PILLOW CASES

Thrifty Buy! Good Quality Cotton

Made to Sears own specifications to keep the quality high, the price low. Smooth white cotton, 140 threads per square inch. Neatly hemstitched. Washable. Sizes quoted before hemming.

29 G 5417—36x54-inch sheet. Shpg. wt. for 3, 1 lb. 4 oz. Package of 3 for \$2.97 2 packages for \$4.18
29 G 5418—42x72-inch sheet. Shpg. wt. for 3, 1 lb. 10 oz. Package of 3 for \$3.27 2 packages for \$6.34
29 G 5419—Crib pillow case. Fits pillow listed below. Size before hemming 28x21 inches. Finished about 17x13 inches. Shpg. wt. for packages of three, 8 oz. Package of 3 for \$3.27 2 packages for \$1.60

Petal-soft Sanforized Percale

Our best quality. Super smooth, soft and gentle. Tightly woven. Smooth white cotton, 140 threads per square inch. Neatly hemstitched. Washable. Sanforized—maximum no. shrinkage. Size quoted before hemming.

29 G 5473—36x54-inch sheet. Shpg. wt. for 3, 1 lb. 4 oz. Package of 3 for \$3.66 2 packages for \$7.08
29 G 5463—42x72-inch sheet. Shpg. wt. for 3, 1 lb. 10 oz. Package of 3 for \$3.94 2 packages for \$7.64
29 G 5451—Crib pillow case. Fits pillow listed below. Size before hemming 28x21 inches. Finished about 17x13 inches. Shpg. wt. for a package of three, 8 oz. Package of 3 for \$1.33 2 packages for \$2.59

Highly Absorbent Honeysuckle Quilted Pods

DUR BEST Heavier, more absorbent. Sanforized cotton cover. Sterilized cotton filling. White. Washable.

29 G 5470—44x33-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.00 2 pkgs. \$9.00
29 G 5471—27x18-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.26 2 pkgs. \$9.42
29 G 5472—17x10-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5473—27x14-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5474—36x54-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08

THRIFTY QUALITY—durable white cotton cover. Sterilized cotton filling. White. Washable.

29 G 5435—15x11-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.00 2 pkgs. \$9.00
29 G 5436—17x18-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.26 2 pkgs. \$9.42
29 G 5442—17x10-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5423—27x14-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5434—31x21-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08

Use WATERPROOF SHEETS... stop stains, moisture damage

KEEPSHIPS QUILTED RIBBON... durable white cotton cover. Sterilized cotton filling. White. Washable.

29 G 5456—18x18-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.00 2 pkgs. \$9.00
29 G 5457—18x27-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.26 2 pkgs. \$9.42
29 G 5458—27x14-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5459—36x54-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08

WHITE COTTON FLANNEL... durable white cotton cover. Sterilized cotton filling. White. Washable.

29 G 5451—18x18-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.00 2 pkgs. \$9.00
29 G 5452—18x27-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.26 2 pkgs. \$9.42
29 G 5453—27x14-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5454—36x54-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08

WHITE COTTON FLANNEL... durable white cotton cover. Sterilized cotton filling. White. Washable.

29 G 5455—18x18-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.00 2 pkgs. \$9.00
29 G 5456—18x27-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.26 2 pkgs. \$9.42
29 G 5457—27x14-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08
29 G 5458—36x54-inch. Shpg. wt. for 2, 1 lb. 10 oz. Package of 2, \$5.14 2 pkgs. \$9.08

\$1.00

\$1.59

\$2.29

85c Each

Honeysuckle Waterproof Plastic CRIB MATTRESS COVERS

Low-priced protection

Clear white waterproof plastic. Protects top surface of mattress from moisture and stains. Two pockets slip easily over ends of mattress to hold cover in place. Fits 52x28-inch crib mattress. Shpg. wt. 15 oz. \$1.00

Greater protection

Clear white waterproof plastic. Protects top surface of mattress from moisture and stains. Two pockets slip easily over ends of mattress to hold cover in place. Fits 52x28-inch crib mattress. Shpg. wt. 14 oz. \$1.59

Complete mattress protection

Zipper white coverall protects all sides of mattress from moisture and stains. Long wearing plastic. Expertly tailored with all edge-banded zipper opening across one end, easy to slip on and off. Size about 29x52x6 3/4 inches. Shpg. wt. 1 lb. 1 oz. \$2.29

Sateen covered CRIB PILLOW

Plumply filled with all new Kapok. Lustrous cotton sateen cover. Fits on one end of up to 18" x 12" pillow. Shpg. wt. each 13 oz. \$1.65

44 - SEARS, ROEBUCK AND CO., INC.

Honeysuckle plastic mattress covers wipe clean with a damp cloth. For maximum life, air your cover regularly.

Famous Honeysuckle fine quality

Reg. U.S. Pat. Off.

Three assortments attractively packed in ribbon-tied boxes. **TWIN INSURANCE INCLUDED!**

All knit garments of soft combed cotton, bleached snowy white, trimmed with your choice of color

Gift Layettes



\$10.95 23 of items shown above

\$23.50 54 of items shown above including 24 birdseye diapers

\$33.50 All 74 items shown above including 36 birdseye diapers

Our 23-piece Special Assortment

All 23 items are Sears finest quality... every one essential for baby's daily use! Perfect shower or birth gift. Beautifully packaged, ready to give. Each layette includes a 6 month subscription to "Parents" magazine, full of helpful hints for mothers and fathers. Layette contains: 4 SHIRTS in rib knit cotton; tie side, short sleeves and pin tabs. 2 KNIT GOWNS in white combed cotton; patented slip-on neck. 1 KNIT WRAPPER of fine combed cotton with pastel trim; fully cut. 2 BINDERS in rib knit cotton. 2 BIBS made of 3 thicknesses of knit cotton. 1 WATERPROOF PANTS, plastic with 6 snaps; elastic waist, legs. All are infant's size. 2 TOWELS of knit cotton, 16x22 in. 4 WASHCLOTHS in soft knit cotton. 2 RECEIVING BLANKETS of very soft white flannelette; 36x36 inches. 2 QUILTED PADS, cotton, 15x17 in. 1 WHITE WATERPROOF SHEET, 18x27 in. Don't forget, you get Sears Twin Insurance with your layette.

29 G 5666-White, blue trim 29 G 5667-White, pink trim
Shpg. wt. 3 lbs. 6 oz. 23-piece assortment..... \$10.95

Sears Big 54-piece Gift Assortment

24 diapers in your favorite fabric are included in this larger selection. Also includes 6 month subscription to "Parents" magazine. A wonderful gift of essential garments and bedding! 24 HONEYSUCKLE DIAPERS, our good quality, absorbent white cotton. 4 SHIRTS in rib knit cotton; short sleeves, tie sides, pin tabs. 3 KNIT GOWNS, white combed cotton with easy-to-slip-on neck. 1 KNIT WRAPPER, combed cotton with pastel trim; fully cut. 3 BINDERS in soft rib knit cotton. 3 BIBS, three thicknesses of knit cotton. 2 WATERPROOF PANTS, plastic; 6 snaps, elastic waist, legs. 2 TOWELS, knit cotton 16x22 in. 4 WASHCLOTHS in soft knit cotton. 3 RECEIVING BLANKETS, cozy white cotton, 36x36 inches. 2 QUILTED PADS, cotton, 15x17 inches. 2 WHITE WATERPROOF SHEETS, 18x27 inches. 1 CRIB BLANKET, deeply napped cotton, jacquard pattern with 3-in. rayon satin binding. 36x50 in. All items are snowy white. Your choice of pink, blue, or yellow trim. State color. Shpg. wt. 9 lbs.

29 G 05668-\$54-piece layette with birdseye diapers... \$23.50
29 G 05663-\$54-piece layette with gauze diapers..... \$24.50

Deluxe 74-piece Assortment

This grand GIFT LAYETTE has every one of the items pictured above... all in Sears finest quality! Every piece is something the new baby needs! Your choice of diaper fabrics. Each layette also includes a 6 month gift subscription to "Parents" magazine, full of helpful articles and information for new parents.

Layette includes the following items. 36 HONEYSUCKLE DIAPERS, our good quality cotton, absorbent and long wearing. 6 SHIRTS in rib knit cotton with tie sides and pin tabs; short sleeves. 3 KNIT GOWNS, white combed cotton with easy-to-slip-on necks. 1 KNIT WRAPPER in soft combed cotton with pastel trim; fully cut. 3 BINDERS, soft rib knit cotton. 3 BIBS, three thicknesses of knit cotton. 2 WATERPROOF PLASTIC PANTS with elastic at legs, waist, 6 snaps. 2 COTTON BATISTE DRESSES and 1 COTTON BATISTE SUE all hand-made and hand embroidered in the Philippines. 2 TOWELS, soft knit cotton, 16x22 inches. 4 WASHCLOTHS, soft knit cotton. 4 RECEIVING BLANKETS in cozy white cotton, 36x36 inches. 2 QUILTED PADS, cotton, 15x17 inches. 2 WHITE WATERPROOF SHEETS, 18x27 inches. 1 CRIB BLANKET in deeply napped cotton; jacquard pattern with 3 inch rayon satin binding. 36x50 inches. 2 LAF PADS in rubberized flannelette, 12x14 inches. Sears Twin Insurance included. All items white with pink, blue or yellow trim. State color trim desired. Shpg. wt. 11 lbs.

29 G 05658-74-pc. birdseye diapers. \$33.50
29 G 05654-74-pc. gauze diapers. \$34.95

SEARS OFFERS TWIN INSURANCE

With each layette bought from Sears by mail if you order your first Layette before Baby is born.

If you or more, send us form you found enclosed in layette along with a statement signed by your physician or minister. We will send you an extra layette or layettes identical to the one originally ordered... postpaid. No additional charge.

SEE PAGE 45... LAYETTES

SAFETY SLEEPING COVER

Sure way to keep baby tucked in. Doesn't confine baby



Slips on easily, fastens with 3 rust-proof snaps

Baby can sit up and turn - still stay covered

Ties to both sides of crib, tucks under mattress



Honeysuckle's exclusive safety sleeping cover. Extra safe and comfortable for baby. Designed by a mother for her own child—now available for your use. You'll know baby is always safely tucked in and snugly covered. He can't kick covers off or wiggle out of gown. Safety sleeping cover slips on easily, closes with 3 snap fasteners at back. Tuck the sides under the mattress and tie tapes to crib. That's all there is to do! Doesn't confine baby. He can sit up or move in any direction—still stay covered. Size about 50x60 inches. Fits any standard size crib. End your bedtime worries, order a Honeysuckle safety sleeping cover for your baby now. Choose from two weights of fleecy flannelette, three pretty colors.

MEDIUM WEIGHT FLANNELETTE safety sleeping cover. Soft, napped cotton. Sanitized—won't shrink over 1%. Washable. Blue, pink, or yellow. Please state color.
29 G 5643—Shipping weight 13 oz..... \$3.98

HEAVIER WEIGHT COTTON blanket cloth. More closely woven, thicker nap. Washable. Blue, pink, yellow. State color.
29 G 5644—Shpg. wt. 1 lb. 1 oz..... \$5.75



HoneySuckle waterproof Plastic BASKET PADS, LINERS

A practical way to glamorize baby's bed

A PLUMP BASKET PAD to cushion baby. Quilted waterproof plastic on one side, smooth on the reverse side. Soft cotton felt filled. Firm boxed edges. Easy to clean with damp cloth. Size about 13x28 inches. Fits basket 18x33 inches at top. Matches liners. Pink, blue, or yellow. State color. Shpg. wt. 2 lbs. 6 oz.
29 G 5512M.....\$2.09

B PLEASANT-TEXTURED QUILTED PLASTIC LINER protects baby from rough, irritating surfaces. 5-in. lace-effect printed plastic ruffle. Top about 18x33 in.; bottom 13x28 in.; 4 1/2 in. deep. Pink, blue, or yellow. Please state color.
29 G 5581M—Shipping wt. 14 oz. \$2.79
C Same as above with hood. Shpg. wt. 1 lb.
29 G 5508M.....\$2.98

D FULL SKIRTED LINER with 3 tiers of white eyelet-print plastic ruffles. Waterproof plastic, quilted interior. Easy to wipe clean with a damp cloth. Always look fresh and crisp. Top about 18x33 in.; for basket 13 1/2 in. deep with 13x28-in. bottom. Pink, blue, or yellow. State color. Shpg. wt. 1 lb. 11 oz.
29 G 5532M.....\$3.98

For baby baskets, see page 50. Sears Easy Terms inside back cover.



MATCHED NURSERY PADS... Satin-like Plastic Covers

With Sears exclusive 5-color Rocking Horse Screen Print

E CUSHIONED PLAY YARD PAD. Embossed waterproof plastic with satin-like feel. Cotton felt filled. Whisks clean with a damp cloth. Extra long wearing. Rocking horse 5-color print, solid color on reverse side. Ties to corners of play yard. About 40x40 inches. Blue, pink, or yellow. Please state color. Shpg. wt. 3 lbs. 15 oz.
29 G 5518M.....\$3.98

F HOLLYWOOD TYPE CRIB BUMPER. Protects baby from bumps and drafts. Heavy gauge embossed waterproof plastic. Looks and feels like satin. Filled with resilient Tufflex® cellulose fiber. Rocking horse print. Ties to crib with tapes. Wipes clean. Blue, pink, or yellow. State color. Shpg. wt. 2 lbs.
29 G 55519M.....\$3.98

G COMFORTABLE HIGH CHAIR PAD makes mealtime pleasanter for baby, helps his posture. Stain resistant, embossed waterproof plastic with satin-like look and feel. Cotton felt filled. Wipes clean with a damp cloth. Rocking horse 5-color screen print on back. Ruffled edging. Blue, pink, yellow. State color. Shpg. wt. 2 lbs. 3 oz.
29 G 5520M.....\$1.98

Play yards on page 48.

*Map. U.S. Pat. Off.

For high chairs, see page 55



PLASTIC COVERED PADS

To cushion baby's play yard

Our Good Quality

H Covered with easy-to-clean waterproof plastic. Fade and stain resistant. Cotton felt filled. Reversible two-color combination. Blue center, pink border with solid color pink reverse side; or pink center, blue border with solid color blue reverse side. State color. Tapes tie to play yard, keep pad in place. About 40x40 in. Shpg. wt. 2 lbs. 14 oz.
29 G 5497.....\$2.79

Our Better Quality

J All-over print in assorted nursery designs that will delight baby. Fade and stain resistant waterproof plastic cover. Wipe it clean easily, quickly, with a damp cloth. Soft cotton felt filling. Firmly stitched to prevent shifting. Reversible; solid color on other side. Tapes tie to corners of play yard to keep pad safely in place. Pink or blue prints. Please state color. Size about 40x40 in. Shpg. wt. 3 lbs.
29 G 5507.....\$3.59

Our Best Quality

K "No draft" pad covers bottom and 4 sides of play yard for added protection. Long wearing waterproof plastic. Fade, stain resistant. Wipes clean with damp cloth. Strongly stitched. Resilient cotton felt filling. Tapes tie at corners. One side of bottom is solid color, the other a gay print. Solid color sides. About 8 inches deep. Reversible. Pink or blue. State color.
29 G 5493—Size 40x40 inches Shpg. wt. 5 lbs. 3 oz. \$4.50
29 G 5591—Size 38 1/2 x 38 1/2 inches. Shipping weight 4 pounds 14 oz. \$3.98

Comfortable High Chair Pads

To make mealtime more pleasant

L QUILTED WATERPROOF PLASTIC COVER, with comfy cotton filling. Matching bib with crumb-catcher pocket. Safety belt to hold baby securely in chair. Reversible. Clean with a damp cloth. Blue, pink, or red. State color. Shpg. wt. 2 lbs. 9 oz.
29 G 55302-3-piece set \$2.74

M Beloved nursery characters in assorted prints. Waterproof plastic cover, cotton felt filled. Ruffle edged back. Spilled food and other spots wipe off in a jiffy. Tapes to tie pad in place. Pink or blue. Please state color. Shpg. wt. 2 lbs. 2 oz.
29 G 5511.....\$1.79

WALKER CUSHION

Eases jars and jolts

N Baby will enjoy his outings more when comfortably cushioned in his walker. Waterproof plastic covered pad. Blue with assorted nursery prints. Cotton filled. Tape ties to hold pad in place. Wipes clean easily with a damp cloth. Shipping weight 14 oz.
29 G 5505.....\$1.15



Hinged Carriage CUSHION

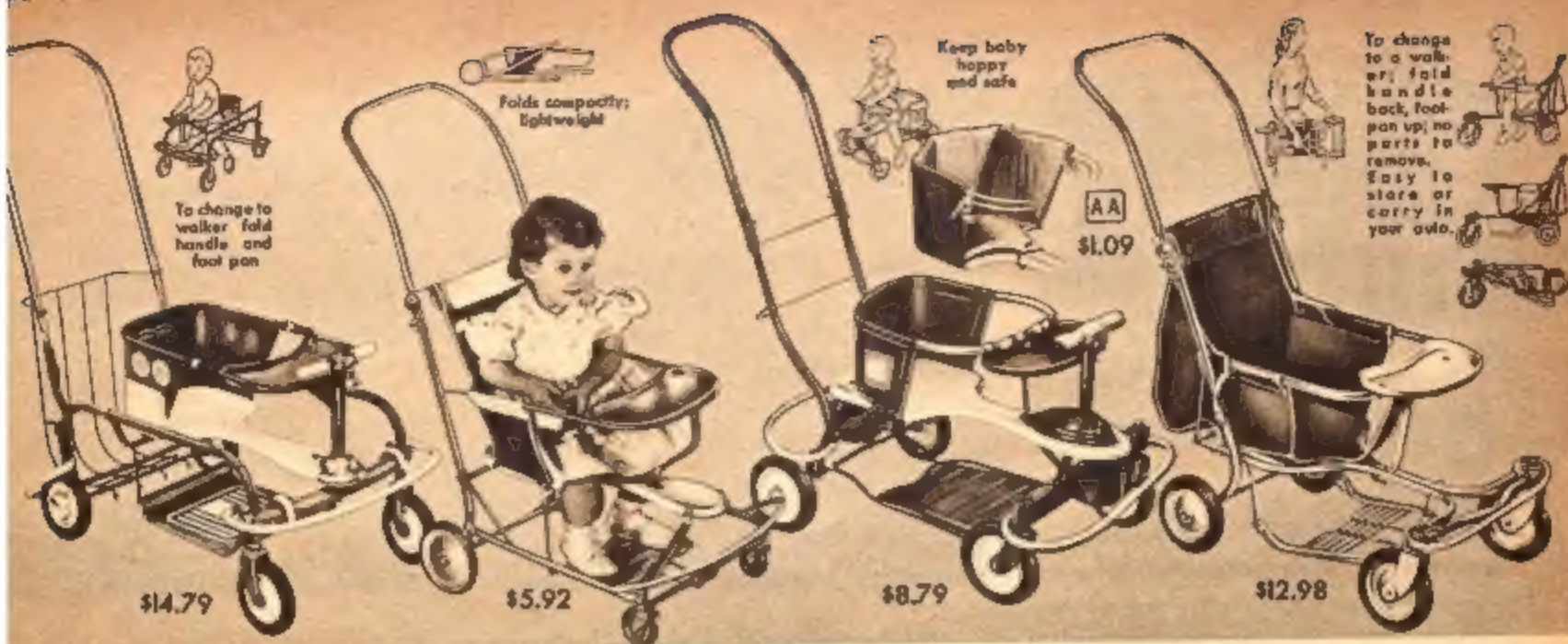
P Fits in carriage with front end dropped or level; can also be used as cushion behind baby's head at rear of carriage. Waterproof plastic cover, cotton filled. Firm boxed edges. About 16x34 in. Pink or blue print. State color. Shpg. wt. 4 lbs. 1 oz.
29 G 5534.....\$2.98

Waterproof BASKET PAD

R Waterproof plastic cover. Cleans easily with a damp cloth. Plumply filled with cotton. Neat knife edge. Fade and stain resistant. Pink or blue with assorted prints. State color choice. About 13x28 in. Reversible, use either side. Shpg. wt. 3 lbs. 4 oz.
29 G 5503.....\$1.69

3-pc. BUMPER PAD for Baby's Crib

S Solid color waterproof plastic cover. White eyelet printed plastic ruffle around top edge. Saves baby bumps in bed. Makes sleeping in full size crib safer for young babies. Cotton filled. Ties to crib. Blue, pink, or yellow. State color. Shpg. wt. 3 lbs. 13 oz.
29 G 5535.....\$2.59



WALKER-STROLLERS . . healthful, fresh-air outings for baby

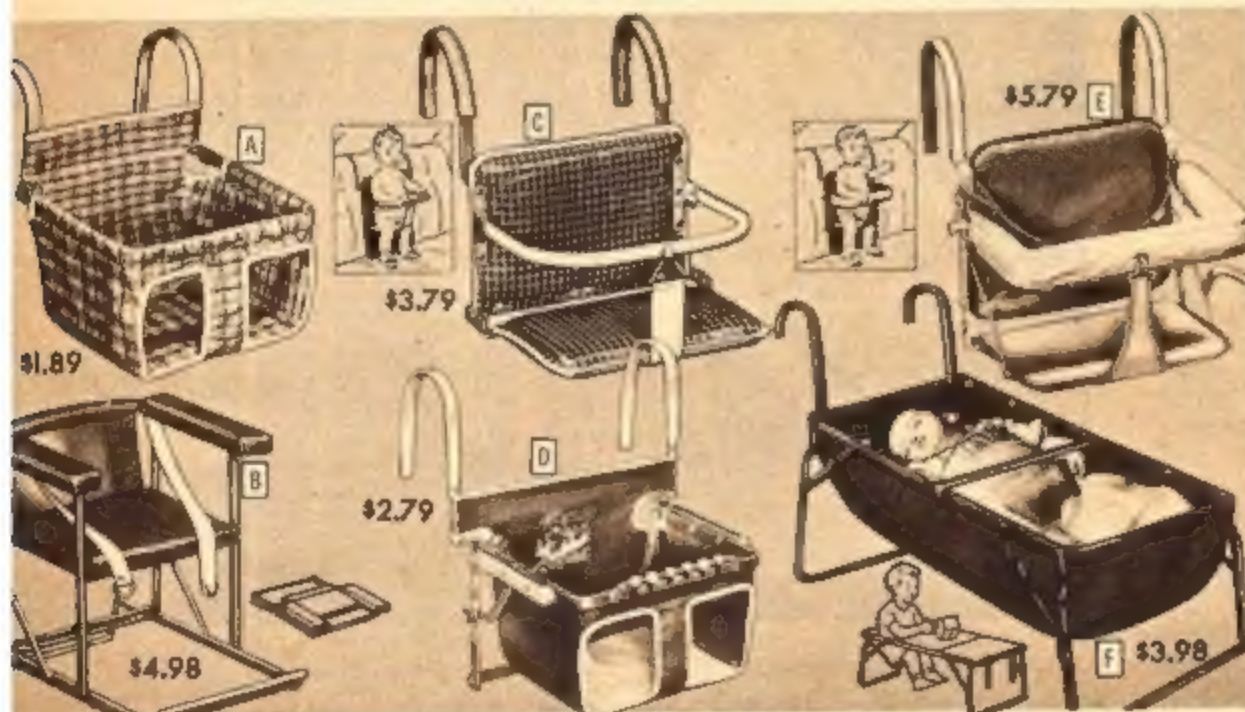
NEW! OUR VERY BEST WALKER-STROLLER. Strongest tubular steel frame made . . . hydrogen brazed. Full sleeve bearing axle . . . can't wear unevenly . . . shimmy-free. Seat of kiln-dried wood, acid-resistant enamel. Ball bearing double disc wheels with jumbo semi-pneumatic tires. Sure-action easily operated brake-heel play tray and foot pan. Non-toxic play beads. Package carrier snaps on and off. Steel chrome plated handlebar and push handle. White rubber handle grips. White rubber covered bumpers. Gleaming finish of baked-on enamel in Bermuda grayish blue.
79 G 08410L—Shpg. wt. 25 lbs. . . \$14.79

THRIFT-PRICED WALKER-STROLLER. Folds compactly; lightweight for easy carrying. High back so baby can rest or nap in stroller. Solid rubber 3-in. castor front wheels; 5-in. rear wheels. Handy play tray. To convert from stroller to walker, fold handle and foot pan. No parts to detach or lose. Made of steel, enameled navy blue; yellow trim. Rubber covered front bumper. Comfortable wood seat and handle grip. No assembly or tools needed. See our best quality walker-strollers at left.
79 G 08403—Shpg. wt. 13 lbs. . . \$5.92
 Photograph your children soon. Get Sears FREE NEW Camera Catalog. See page 995

BETTER QUALITY WALKER-STROLLER. Durable steel frame, seat back, play tray and foot pan. Rounded steel "skirt" in front and back. 5½-in. steel disc wheels roll easily on bearings that never need oiling. 1-in. solid rubber tires. Rubber covered front and rear bumpers. Wire package holder. Non-toxic play beads on play tray. Blue enamel finish. Partly assembled.
79 G 08406—Shpg. wt. 20 lbs. . . \$8.79
AA WALKER PAD. Fits all non-folding walker-strollers such as 79 G 08406 and 79 G 08410 on this page. Strong blue plastic lined with soft Tuffex.
49 G 7703—Shipping wt. 1 lb. . . \$1.09

TOP QUALITY FOLDING WALKER-STROLLER. Handle simply folds back, footrest up, for instant conversion from stroller to walker. Extra strong, extra light frame and handle. Bearings never require oiling. Big, easy rolling 5½-inch wheels with 1-inch semi-pneumatic tires to cushion bumps. High back allows baby to lean back and sleep. Convenient bag for carrying groceries at back of seat. Play tray for baby's added enjoyment. Seat lined and padded with plastic for extra comfort. Handle height 37 inches. Walker-stroller comes assembled except for wheels.
79 G 08407—Shpg. wt. 15 lbs. . . \$12.98

TRAVEL AIDS . . take baby with you the safe, easy way



AUTO BED SEAT

You can use it
4 different ways

1. As a safe, comfortable auto seat
2. As an auto bed with soft pad
3. As a play chair at home or away
4. As a bassinets when visiting



\$5.98

GOOD Quality TRAVEL SEAT

A Don't let the low price lead you to confuse this with inferior travel seats that only appear to be its equal. Long-wearing cotton fabric with bound edges. Color blue plaid. Sturdy steel frame. Has enameled steel hangers, rubber covered to protect upholstery. Seat about 12½ inches wide and 7 inches deep. Folds compactly for storage.
19 G 7972—Shipping weight 5 lbs. . . \$1.89

B TODDLER-TRAVELER. For tots up to 4 years. Seats child comfortably at window level in auto. Seat measures 21½ inches. Also can be used as high chair at home, restaurant or visiting . . . simply put on regular chair. Plastic covering is easy to wipe clean. Padded seat, arms, plain backrest. Enameled footrest. Folds.
79 G 07966—Shpg. wt. 8 lbs. . . \$4.98

2-in-1 UTILITY SEAT

C Child can sit at window level of car or stand and see out. Standing. Seat folds down, enameled steel guard rail forms pen. Spring. Padded back, seat covered with waterproof, easy-to-clean plastic, blue plaid color. Steel frame. Covered hooks. Folds flat. Mailable. See our best quality seat described at right. Shpg. wt. 4 lbs. 6 oz.
49 G 7973 . . . \$3.79

D HONEY-SUCKLE TRAVEL SEAT. Adjustable seat extension keeps it level for baby's comfort in the auto. Sturdy cotton fabric over steel frame. 14x7-inch plastic seat; plastic arm rests. Safety strap. Covered hangers can't damage upholstery. Brightly colored non-toxic play beads help keep baby occupied. Seat folds compactly. Color, blue.
49 G 7976—Shpg. wt. 4 lbs. 6 oz. . . \$2.79

Up-R-DOWN SEAT

E Use on regular chair to make high chair or use in auto to allow your tot to sit or stand. Standing. Padded seat folds down. Padded guard arm forms a car pen. Opens for easier use. Put baby in without removing clothes. Also has Safety harness. Seat folds back. Durable gray plastic cover. Padded back. Sturdy steel frame. Plastic covered hooks.
49 G 7974—Folds flat. Wt. 8 lbs. . . \$5.79

F AUTO BED PLAY CHAIR. Serves a double purpose. Use "as is" for long trips or for family outings. Use it as a play tray with seat at home or when visiting. Durable, moisture-resistant cotton fabric over a sturdy steel frame. Legs fold for handy storage. Safety strap helps protect your baby. Measures about 30x14½x14½ inches high overall.
79 G 07986—Shpg. wt. 9 lbs. . . \$3.98

Keeps baby comfortable wherever you go. Use as auto seat or play chair. Use with soft pad as auto bed or bassinet. Convertible bed fits every car. Use in front or back seat. Detachable plastic-covered hook arms may be re-latched on sides, permitting cross car use. Sturdy steel frame covered with washable, long-wearing cotton twill. Color, navy blue with white trim. Cotton filled pad with wetproof covering of tough plastic. Plastic covered safety bar keeps baby safely in place. Lock-fast hinge keeps bed rigid, non-collapsible. Folds compactly. Seat measures 14½x30x15 inches.
79 G 07987—Shpg. wt. 15 lbs. . . \$5.98

Sears Easy Terms available to you on orders of \$20 or more. Take care of your baby's needs on one convenient order. Details on inside back cover.



\$19.29

To fold... just open safety catch, step on pedal, push sides in

Play Yards... less work for Mother... more safety for Baby

STEP-FOLD YARD. Folds automatically. Simply step on foot pedal and ZIP... it's folded and ready to put away. Sanitary plastic teething rod covers rounded top rail. Built of select seasoned hardwood, honey maple finish. Sides of extra heavy wood slats for added strength. Safe, no sharp edges. Smooth, durable Masonite Plywood floor has bright, easy-to-clean enamel finish. Floor reinforced with wood. Staunch corner post legs. Five swivel casters (1 in center) raise floor 4 1/2 inches; help protect baby against drafts, dirt. Bright, vegetable-dyed (non-toxic) wooden play beads. Yard needs no assembly. Parts securely hinged. Measures 40x40x28 inches high overall. Shipped by freight or express. 79 G M7606—Shipping weight 39 pounds..... \$19.29



Sturdy hardwood construction. Smoothly finished; folds compactly.



\$16.49

Without Bumper Pad

PLAY YARD. Has all the outstanding construction features of play yard 79 G M7606 described above with the exception of the step-fold feature. Measures 40x40x29 inches. Floor is raised 6 inches. (Pad not included.) 79 G M7608—Freight or express. Shpg. wt. 39 lbs. \$16.49

BUMPER PAD for play pen or crib. Shown with yard 79 G M7608 above. Saves bumps, eliminates drafts. Fits 40x40-inch play pen or 52x28-inch crib. (Sections adjust for dimensions). Soft, springy Tufflex lining won't shift. Durable vinyl covering. 79 G 07702—Shpg. wt. 2 lbs. 3 oz. \$3.98



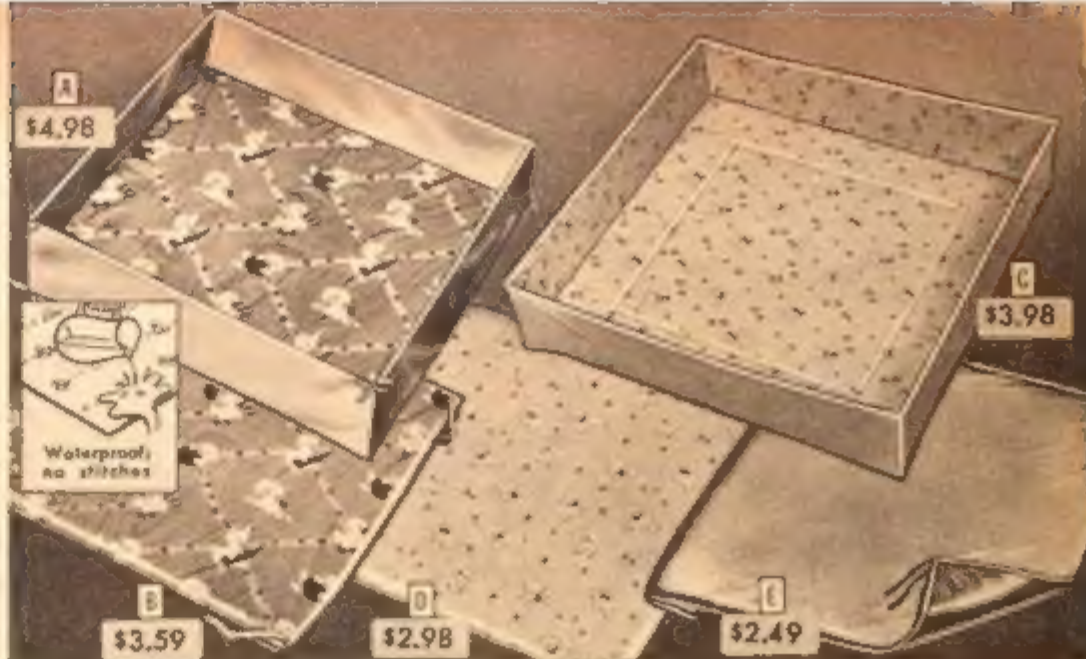
All Sears Play Yards fold; handy to store or move

\$10.87

FOLDING YARD WITH CASTERS ON LEGS. Four swivel casters (1 on each leg) raise floor 5 1/2 inches.... help keep baby above dirt and drafts. Yard also has bright colored non-toxic play beads to amuse baby plus picture panel in front. Well built of seasoned wood with varnish finish. Masonite Plywood floor wood reinforced. Parts securely hinged; sets up in a jiffy. Legs and casters easy to attach; screws included. 79 G 07603L—38 1/2 x 38 1/2 x 26 in. high. Wt. 34 lbs. \$10.87

THREE-PIECE PLAY YARD. (Not shown). Smooth, seasoned wood, varnish finish. Masonite Plywood floor, wood reinforced. Parts securely hinged; no assembly needed. About 38 1/2 x 38 1/2 x 23 1/4 in. 79 G 07603L—Shpg. wt. 31 lbs. \$8.98

48... SEARS, ROEBUCK AND CO.



- Electronically welded waterproof seams
- Stitchless, sanitary; immune for cleaning
- Heavy 6-gauge cover plus Tufflex® lining

A NO-DRAFT PADS. Smooth, bulge-free playing surface. All features above plus 6-in. sides. Nursery design. State color pink or blue. Shpg. wt. each 4 lbs.

49 G 7711—For play yards 40x40 in. \$4.98
49 G 7712—For yards 38 1/2 x 38 1/2 in. \$4.98

B DECORATED PAD. Heavy 6-gauge plastic cover in gay nursery design. Tufflex® lining stays "put." Features above plus brass corner ties. State pink or blue. For yards up to 40x40 in. Shipping weight 2 pounds 12 ounces. 49 G 7710..... \$3.39

C NO-DRAFT PAD. 8 in. sides. 4-gauge plastic cover; heavy Tufflex® lining. Lamb pattern on one side; solid color plastic on reverse side. State color choice pink, blue or maize. Fits play yards measuring 40x40 inches. 49 G 7730—Wt. 3 lbs. 12 oz. \$3.98

49 G 7731—Same as above, but fits yards 38 1/2 x 38 1/2 inches. Shpg. wt. 3 lbs. 12 oz. \$3.98

D LAMB DESIGN PLAY PAD. Same as pad 49 G 7730 above, but without the no-draft feature. 49 G 7729—Wt. 2 lbs. 4 oz. \$2.98

- Soft Tufflex® lining
- Reversible; 1 side blue; 1 side red

E Baby has extra sure footing on springy Tufflex® filling. Won't shift. Tough 4-gauge plastic cover. Taped edges. Fits yards up to 40x40 inches. Shipping weight 2 lbs. 8 ounces. 49 G 7721..... \$2.49

*Cellulose fiber lining. Reg. U.S. Pat. Off.



\$5.59



\$6.76

Can be used as travel seat



Hanger tested to hold 160 lbs. Square frame

SWINGS... comfortable fun; gentle, soothing exercise

F TOYSAY. Balanced spring frame gives rocking chair action. Foot tray lets baby kick... yet protects floor. Steady metal base is extra wide to help prevent tipping. Removable seat and play tray of strong, washable cotton fabric; white with contrasting binding. Frame has ivory-color enamel finish. Very easy to set up... all bolts included. Designed for use in auto or at home. 23 in. x 24 in. high. 79 G 07830—Shpg. wt. 8 lbs. \$5.59

49 G 7931—Extra cloth seat and play tray. Have 2, wash the spare. Shpg. wt. 5 oz. \$1.65

G 2-IN-1 SWING 'N STAND. Doubles as car seat. Non-tip folding N-in. tubular steel stand about 3 ft. 11 in. high... makes swing convenient to use indoors or out. Rubber-tipped legs. Durable cotton plaid swing. 2 safety springs, straps for use on stand. 2 covered hooks for use as stroller seat. Bright-colored plastic play beads, painted wood arm rest, fiber-board seat insert. Sets up with just 2 bolts. Easily takes apart to carry in car. Seat measures 14 1/2 x 11 1/2 inches wide. Order this popular combination now. 79 G 07970—Shpg. wt. 14 lbs. \$6.76

Photograph your baby. Use coupon, page 993 for Sears new Camera Catalog.

H STEEL HANGER. For swings (J) and (K). No holes to bore, no hooks to screw. Rubber-tipped arms grip wall over molding. Hanger tested to hold 160 pounds. 49 G 7911—Shpg. wt. 14 oz. 85c

I DE LUXE SWING WITH FOOT-REST. Encased wood foot-rest suspended from the strong springs. High backrest lets baby lean back. Square top helps prevent tangling of straps. Seat and play tray of sturdy washable white cotton over strong steel frame. Non-toxic play beads. Strong web suspension straps with safety hook and steel spring at top. Ideal for babies up to 18 months. Hanger not included. 49 G 7910—Shpg. wt. 2 lbs. \$2.59

J LOW PRICED BABY SWING. Has square top. Made of washable bleached cotton fabric over strong steel frame. Web suspension straps; safety hook, steel spring at top. Hanger not included, see copy keyed H. 49 G 7909—Shpg. wt. 1 lb. 8 oz. \$1.79

